

**GREAT
HEART**

CHARITY ASSOCIATION 新心翼善
PERSATUAN KASIH SEJATI

HANDBOOK 2023 - 2024

10TH ANNIVERSARY EDITION



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Awards & Achievements

成就和獎項

2023



Golden Globe Tiger Awards 2023

- NGO Leadership Award
- Awarded to:
Great Heart Charity Association



INTI Outstanding Alumni Awards 2023

- Outstanding Alumni Awards for
Community Service
- Awarded to:
Mr Franky See Swee Choy (Founder)

2021



PRUKasih Distributor Day 2021

- Intan Award
 - Mutiara Award
- Awarded to:
Great Vision Charity Association



CorporateLiveWire Malaysia Prestige Awards 2020/21

- NPO of the Year
- Awarded to:
Great Heart Charity Association



Be Good Do Good Charity Awards 2021

- Organisation Category (Finalists)
- Awarded to:
Great Heart Charity Association



GlobalGiving April 2021 Accelerator Program

- Graduate
- Awarded to:
Great Vision Charity Association

2020



Star Golden Hearts Award 2020

- 2020 Winner
- Awarded to:
Great Heart Charity Association



PRUKasih Distributor Day 2020

- Melur Award
- Awarded to:
Great Vision Charity Association



Sustainability & CSR Malaysia Awards 2020

- Sustainability & CSR Leadership Award (For a Non-Profit Organisation)
- Awarded to:
Great Heart Charity Association



PRUKasih Distributor Day 2020

- Kemboja Award
- Awarded to:
Great Vision Charity Association

About Us

Serving the community since 2010

OUR VISION

To cultivate a caring society by making charitable giving a part of everyone's life.

OUR MISSION

To create a charity platform to link up contributors, beneficiaries, and volunteers.

OUR CARING TARGETS

Underprivileged families, dialysis patients, indigenous community, old folks, children & disabled person.

ABOUT GREAT HEART CHARITY ASSOCIATION (GHCA)

SLOGAN:

**CARE IN HAND,
LOVE IN HEART**

GREAT HEART

CHARITY ASSOCIATION 耕心慈善
PERSATUAN KASIH SEJATI

Established in year 2010, Great Heart Charity Association, registered as Persatuan Kasih Sejati (PPM-021-10-01072013), is a tax-exempted and non-profit charitable organisation in Malaysia. We assist the underprivileged communities in two key aspects: financial aid and emotional support, in order to enhance their capability to self-sustain in the long run.

OUR SISTER NGOS



GREAT VISION CHARITY ASSOCIATION (GVCA)

Expanding possibilities, inspiring dreams

Established in August 2013, Great Vision Charity Association, registered as Persatuan Harapan Mulia (PPM-007-10-18082013), emphasises the important role that education and awareness plays in transforming our society. They aim to inspire and empower less fortunate people via education & awareness.

Bank Details:

Persatuan Harapan Mulia
MAYBANK 5127 8122 5561

Contact : +6013-505 8128

Email : info@persatuanharapanmulia.org.my

Website : www.persatuanharapanmulia.org.my/

耕心堂

PERSATUAN KEBAJIKAN KASIH SEMADI
(PPM-006-10-10022016)



PERSATUAN KEBAJIKAN KASIH SEMADI (GXT)

Preserving the dignity of the departed

Registered in 2016, Persatuan Kebajikan Kasih Semadi (PPM-006-10-10022016) is an organisation dedicated to provide fully subsidised bereavement care services to the poor, underprivileged, or deceased with no family in Klang Valley.

Bank Details:

Persatuan Kebajikan Kasih Semadi
MAYBANK 5627 8606 7208

Contact : +6017-823 8128

Email : info@greatheartcharity.org.my

Website : www.greatheartcharity.org.my/
geng-xin-tang/

EARTH WARRIORS ASSOCIATION

地球战士协会
PERSATUAN PAHLAWAN BUMI
(PPM-020-10-02072020)



EARTH WARRIORS ASSOCIATION (EW)

Preserving the beauty of the environment

Registered in 2020, Earth Warriors Association (PPM-020-10-02072020), also known as Persatuan Pahlawan Bumi, was initiated as an environment awareness program in 2014 by Great Heart Charity Association that aims to preserve and safeguard the cleanliness of our environment.

Bank Details:

Persatuan Pahlawan Bumi
Maybank 5127 8122 0670

Contact : +6014-705 6107

Email : earthwarriorsassociation@gmail.com

Website : https://www.facebook.com/earthwarriorsassociation

關於我們

自 2010 年起服務社區

我們的願景

培育一個關愛的社會，
讓慈善捐贈成為每個人生活
的一部分。

我們的使命

創造一個慈善平臺來鏈接
貢獻者、受益者和志願者。
一枝草，一點露。耕心人一步一腳
印，為體現耕心志業而努力著。

我們的援助對象

貧困者，洗腎病患，原住民，
長老，孩童及殘疾人士。

關於耕心慈善協會

標語：

傳達關心，
愛在耕心



耕心慈善協會成立於2010年，是馬來西亞一個非營利
及可扣稅的慈善組織。該協會為弱勢群體提供兩個方
面的援助，即物質上及精神上的援助，並促進他們自
力更生的能力。

我們的姐妹協會



宏願慈善協會

拓展潛能，啟迪夢想

宏願慈善協會成立於2013年8月，致力通過
教育和醒覺意識來激勵和改善弱勢群體
的生活水準。

銀行帳戶：

Persatuan Harapan Mulia
MAYBANK 5127 8122 5561

聯絡: +6013-505 8128

電郵: info@persatuanharapanmulia.org.my

網址: www.persatuanharapanmulia.org.my/



耕心堂

施棺殮葬，始得善終

成立於2013年，耕心堂是一個非盈利組織，
致力為雪隆一帶貧困無助和舉目無親的往
生者施棺或提供免費殮儀服務。

銀行帳戶：

Persatuan Kebajikan Kasih Semadi
MAYBANK 5627 8606 7208

聯絡: +6017-823 8128

電郵: info@greatheartcharity.org.my

網址: www.greatheartcharity.org.my/geng-xin-tang/



地球戰士協會

愛護環境，你我有責

地球戰士協會成立於 2020年，是由耕心慈
善於2014年所發起的環境意識專案，注重於
對環境清潔的保護和意識活動。

銀行帳戶：

Persatuan Pahlawan Bumi
Maybank 5127 8122 0670

聯絡: +6014-705 6107

電郵: earthwarriorsassociation@gmail.com

網址: <https://www.facebook.com/earthwarriorsassociation>



Message from **Franky See Swee Choy**, Founder & President of Great Heart Charity Association

On the Path of Mindfulness

Maturity and firmness are necessary. Observing trees welcoming winter with courage and perseverance gives me profound realisation on the principles of life that I have learnt along the way. **Stay simple. Stay true.** On the path of mindfulness, I am grateful for everything that I have learnt.

As I meditate night long, taking a step to be at one with Mother Earth without isolation from nature, I sat still as a mountain, smiling. At this moment, I am at immense peace, with not even a sliver of sadness or anxiety in my heart. Thoughts about the past, present, and future dissipated one by one, transcending time, space, and energy. To be able to feel so thorough is a profound experience. I could not explain the reasons myself, but as I tried to put it down on paper, I felt inexplicably touched. It turns out, I was being moved by the self. All this exquisiteness could only be experienced by the self. I am grateful for all the wonderful things and have also understood the subtle way that follows the law of nature.

Mindfulness is a form of awareness, but it also means observing deeply, understanding our inner self, and living in the present moment. Without the ability to envision the whole picture, one could never comprehend the level of richness of an incident and the heart-warming elements that lie within its finer details.

I believe there are many others like me, who had realised much earlier on that pursuing truth does not equate to pursuing happiness. You are eager to learn the truth, but once found, suffering will naturally be unavoidable. Otherwise, you would have yet to see anything, nor have you gained sufficient experience. One must always go through hardships before we can gradually comprehend the beauty of life. As we journey on, the perfect life will gently radiate.

I once read about life being made up of many smaller aspects. Every moment in life, no matter which aspect, is unique and impermanence. Without learning how to cherish these smaller aspects, one would not be able to appreciate the bigger picture's beauty. Every moment is a distinct opportunity. I have been involved in the charity and social welfare sector for over ten years. All that I have experienced had been reflected on and validated by these same principles. Throughout my journey, I always look at all the truth, kindness, and beauty in this world with a peaceful and naturally humble heart. Practicing self-reflection, learning to manage a charity that serves the public wholeheartedly, hoping for a humble beginning and a triumphant end in doing what I should, how could I procrastinate?



I hope that everyone can be positively inspired by the opportunities and practicalities presented by the charity sector, as I have. From the paradigm of selfless dedication to the welfare of all living beings, I hope that all may gain the courage and wisdom needed to pursue truth. Everything is so simple and true.

Prayers:

"May all sentient beings be able to safely overcome all obstacles and eradicate all the misery in this world in the face of the global pandemic of the century as soon as possible."

Franky See

Founder & President,
Great Heart Charity Association

步上 正念之途



成熟與堅定是必要的，我看到樹木迎接冬天的勇氣和堅毅，讓我深刻地體悟到一路走來所學習到的人生道理，簡單真實得不必任何修飾。步上正念之途，我更感恩自己學到的任何課題。

終夜靜坐，踏出腳步與大地母親完全合一，與自然眾生毫無隔離，端坐如山帶著微笑。此時周圍只剩下深沉的平靜，心裡沒有半點悲傷或焦慮的念頭；過去、現在、未來的想法一一消散，此時此刻超越了時間，空間與動力。這是很深奧的體悟方能如此徹底地感受。我自己都無法解釋原因，寫下這個情境時，總有股莫名的感動，原來是被自己感動了，這一切的美麗只有自己才能品味得到。感恩一切美好的來臨，也明白了道法自然的奧妙。

正念，是一種覺照，同時也意味著深入地觀察，認識自己的心，活在當下。如果不具備能力去體驗事件的全貌，就沒有辦法理解事件的層次是有多麼地豐富與細節裡存在的感動元素。

我想，這世上許多人都和我一樣，其實很早就知道，追求真理並不等於追求快樂一樣；你渴望看見真理，但當你找到了就自然無法避免受苦，否則身在其中的你一定是什麼也沒看見或深刻的體驗。上天，總是必先苦其心志方能讓你我逐步來體悟生命之美，在這些、那些一幕幕的過程裡，完美的生命已悄悄地綻放光芒。

曾經讀過這麼一段句子，關於我們的生活，是由許多細小的元素鑲嵌拼湊而成。生命中的每一剎那，無論在做什麼事，都是獨一無二，並且稍縱即逝。而不懂得珍惜這些細小的部分元素，就無法體驗整體的美妙；每個當下，都是獨一無二的契機。總結這十多年以來，我自投身慈善公益事業，所經歷的一切都如實地反映與認同這些道理。一路上走來，我始終抱持以平和自然謙卑的心來看待這世間一切的真、善、美；反求諸己地學習如何經營一心為大眾服務的慈善事業，以期能做到慎始善終，為所當為，焉敢懈怠？

願大家能像我一樣因慈善的機緣與實踐而從中受到正面的啟發；願大家能從無私奉獻給眾生福利的典範中，獲得此時追求真理所需的勇氣和智慧，一切就如此簡單，真實不虛。

祈求：世間的一切眾生在這場世紀疫情浩劫中能夠儘快離苦解難，平安地渡過一切難關。

徐瑞財

耕心慈善協會創辦人兼主席

Message from **Yuen Juin Hoe**, Vice President of Great Heart Charity Association

ASPIRE TO INSPIRE BEFORE WE EXPIRE

A world where vulnerable communities can connect easily with contributors and volunteers to realise their full potential, be inspired, and then be empowered. This humble little aspiration marks the start of our charity journey ten years ago, after realising the gap that the vulnerable communities had to move out from the poverty cycle. As we gather our thoughts to chart out actionable plans that we could do to bridge the gap, it was decided that we would act as a platform in empowering the vulnerable with tangible aid and social support, serving as an important link between the needy with volunteers and contributors, while along the way, inspiring all three parties to make charitable giving a part of their daily lives.

Our ten years journey so far, driven by empathy, has enabled us to be aware and sensitive towards the needs of others in the work that we do, understanding their predicament at times, and ultimately, what drives them in life. Sometimes, all a person needs are a little inspiration and assurance that they can still be of service to the society before something remarkable happens. I still vividly remember the joy in the face of some seniors from an old folk's home, when they were given an opportunity to act as volunteer carers for a group of orphans during a movie outing that we had organised some years back. We were also truly inspired and assured of the work that we do whenever our past beneficiaries, after managing to overcome their own difficult period in life, come back to volunteer in our programs to spread ripples of kindness to others. This serves as a powerful morale booster for us to continue doing the things that we do to be of service to those in need while we are still capable of doing so.

Some say that achieving a lofty goal begins by having an ardent and persistent desire focused on how we want it to be. It is through such a mindset that we are able to keep on influencing and inspiring many others, both young and young-at-heart, to rise up and give a helping hand to whoever that are in need and making this part of our culture and way of life. It heartens me to see that compared to ten years ago, there are more and more younger generations and student groups nowadays who are eager to participate in our charity programs as our volunteers, while some has also acted as our contributors and fundraisers in support of our charity programs.

Many, including some parents, have given us positive feedback that getting involved is truly an uplifting experience which has opened up their eyes to new perspectives that enabled them to cherish life and the things that they have more.



To the best of my recollection of our ten years in service, a common point runs through every facet of life for those that are involved in our charity programs. That common point is respect, and it runs through everyone, from our social workers to our committee, volunteers, contributors, and more so, our beneficiaries. Respect is where we show honesty and sincerity in our words and actions towards one another. It is where we take responsibility for our own actions and treat others the way that we want to be treated. It is the thing that gels each and every one of us together to build a better society.

Running a non-profit charity organisation that depends on public support, transparency has always been at the forefront on the way we operate. Words cannot express the joy and thankfulness that our team felt when we were being granted tax exempt status for both Great Heart Charity in 2016 and Great Vision Charity in 2022, as this serves as a testament to the honesty and accountability in the way that we run our charity programs all these years, and builds a greater sense of trust for our contributors and the public in our work.

Looking ahead, I hope that the team at Great Heart will be able to continue our aspirations to inspire countless others to empower the vulnerable as well as themselves along the way, to make charitable giving a part of everyone's lives in many more years to come!

Yuen

Yuen Juin Hoe
Vice President of Great Heart Charity Association



《立志激勵，揚帆未竟》

創造一個弱勢社群可以輕鬆與貢獻者和志願者相連，並激發他們的潛力，鼓舞他們，增強他們的信心的世界。當我們意識到弱勢社群在擺脫貧困循環的差距之後，這謙卑的小小願望也標誌著我們這十年慈善之旅的起點。在我們思考制定可行計劃後，我們決定扮演一個平台的角色，以有形的援助和社會支持去幫助弱勢社群，成為弱勢群體與志願者、貢獻者之間的重要紐帶，並在這個過程中激勵這三方，將慈善精神融入他們的日常生活。

回顧我們這十年的旅程，我們始終以同理心為動力，讓我們能夠關注並理解他人的需求，體悟他們所面臨的困境，最終明白他們在生活中的動力。有時候，一個人在做出顯著貢獻之前所需要的僅僅是一點激勵和認可。我依然清晰地記得幾年前，我們組織的一次電影外出活動中，我們邀請了一些來自養老院的長輩們成為我們的義工幫忙照顧一群孤兒。當時這些長輩臉上的喜悅讓我一輩子都無法忘懷。我們也非常感動和感觸，當我們之前的受益人在度過困難時期後，回來擔任我們活動的義工，將善意傳遞給他人。這些事情對我們來說都是一劑強心針，使我們能夠在我們仍然有能力做出貢獻的時候繼續為有需要的人服務。

有人說，實現崇高的目標是源自於我們對其的熱愛和堅持。正是通過這樣的心態，我們才能夠繼續影響和激勵更多的人，無論年輕人還是年長者，一起伸出援手幫助那些有需要的人，並使這成為我們的文化

和生活的一部分。讓我感到欣慰的是，與十年前相比，現在有越來越多的年輕一代和學生團體渴望參與我們的慈善項目，成為我們的志願者，甚至還有一些人還擔任我們慈善項目的捐助者和籌款人。許多人，包括一些家長對我們的慈善項目都給予很積極的反饋，表示參與這些慈善活動是一種特別的經歷，使他們打開了新的視角，讓他們更加珍惜生活和所擁有的一切。

回顧我們這十年服務大眾的時光，我們每一項慈善項目中都有一個共同點。這個共同點就是尊重，它貫穿於每個人之間，從我們的社會工作者到我們的委員會、志願者、貢獻者，尤其是我們的受益人。尊重是我們通過言行中對他人展示誠實和真誠的地方。它讓我們懂得為自己的行為負責，以及待人如待己。尊重是將我們每個人緊密聯繫在一起，共同建設一個更美好的社會的紐帶。

作為一家依賴公眾支持的非營利慈善組織，透明化一直是我們運作方式的前沿。當我們在2016年和2022年分別為耕心慈善機構和宏願慈善機構被納入為免稅非盈利機構時，我們的團隊感到欣喜和感激。這證明了我們多年來運作慈善項目的誠正和可靠性，並在我們的捐贈者和公眾對我們的工作中建立了更大的信任。

未來，我希望耕心團隊能夠延續我們的精神，激勵更多無數的人，在助人的同時也為自己賦予力量，讓慈善的精神成為每個人未來生活中的一部分。

阮俊豪

耕心慈善協會副主席

Message from **Cecilia Lai Ai Fuen**, Vice President of Great Heart Charity Association

"Because of You"

Ten years ago, "Great Heart" was just a tiny seed. No one knew and no one could imagine what this seed would grow into.

In these ten years, some would water it every day, some would fertilise it every week, some would contribute financially every month, and some would bring friends to help remove the weeds. Under everyone's care, this seed of "Great Heart" has grown strong, **becoming a big tree that provides shelter for those in need**. And those who selflessly contribute to Great Heart without expecting anything in return are our family, friends, staff, volunteers, and donors. We are grateful for the gentleness you have given, and we appreciated your support and recognition.

"My Journey with Great Heart"

Participating in case assessments has allowed me to come into contact with various impoverished families. They have different attitudes when facing difficulties and setbacks. Some tearfully and persistently seek assistance, some blame others and the world, but there are also those who despite being in a low point, still have hope for life and continue to help others in need. I enjoy doing case assessment with friends and volunteers, exchanging views on these cases through emotional thinking and rational decision-making, treating each case objectively.

I also enjoy getting my children involved in charity activities. After the activities, I would first listen to their feelings and thoughts, and then share my insights with them.

I remembered someone once told me that children nowadays are too fortunate and should be taken to visit an orphanage. And this was my response to them: From the views of children, orphans are not much different from themselves. They all have clothes, food, and shelter, and they also go to school. Therefore, when my children were five or six years old, I took them to buy supplies and visit an orphanage, letting them get to know the children there and see where they live. On the way back home, I told my children, "When you encounter problems or have nightmares, you are fortunate. You can talk to your parents and receive their embrace and comfort. The children living here don't even know where their parents are. You should be grateful for everything you have!" The children, who only partially understood, would ask me if their parents were already in heaven?

In addition, when I participate in garbage picking activities with my children, I also educate them about caring for the environment, cultivating their habit of not littering. They will remember it firmly and prevent their friends from littering because they have personally experienced the feeling of cleaning up after others' litter.



"Treat Others Well, Find Joy in Helping"

Society needs more positive energy and abundant love, so we need everyone to spread it together. No matter where you are, a smile, a compliment can make the other person feel warm and comfortable. You can selflessly give to your family, friends, and even strangers you've never met without expecting anything in return, just because you want to do something for this person or this thing within your capabilities, whether it's a little effort or some monetary assistance. And the satisfaction in your own heart may far exceed that of the person you've helped. As the saying goes, **"Give roses and leave the fragrance in your hand."**

For me, doing good deeds are as simple as that. I also believe that by doing good, blessings may not yet arrive, but misfortunes have already been kept at bay. With a heart full of good intentions, every thought brings forth blessings.

Cecilia Lai

Cecilia Lai Ai Fuen
Vice President of Great Heart Charity Association

《因為有你們》

十年前，“耕心”只是一顆小小的種子，沒有人知道，也沒有人可以想像這顆種子以後會成長到什麼樣子。

這十年，有人會每天為它澆水，有人會每星期為它施肥，有人會每月出錢買肥料，有人會再帶朋友一起來為它除野草。“耕心”這顆種子在大家照顧下已經茁壯成長，成為能夠為有需要的人擋風遮雨的大樹。而這些不求回報，默默為耕心付出的人，就是我們的家人，朋友，員工，義工和捐贈者們。感恩有你們給予的溫暖，感謝你們對我們的支持和認可。

《我的耕心之旅》

參與審查個案讓我接觸到各式各樣的貧困家庭，他們遇到困難與挫折時也有很不一樣的心態。有一邊說一邊流淚一直苦苦索取援助的，有怨天怨地怨別人的，但也有身處低谷，依然對生命充滿希望，還會讓我們去幫助其他比他更需要幫助的人。我喜歡帶著朋友和義工一起做審查工作與他們交流對這些個案的看法。我們會通過感性思考和理性的決定去客觀的對待每一個個案。

我也喜歡帶著孩子一起參與慈善活動，活動結束後先聽他們的感受感想，然後再和他們分享我的心得體會。

我記得有人和我說過：現在孩子太幸福了，應該帶他到孤兒院看看。而我是這樣回答他的：孩子眼中看到的孤兒和自己沒什麼差別。他們都有穿的有吃的有住的，也在學校唸書。因此，在我孩子五、六歲的時候，我帶他們購買物資送到孤兒院，讓他們認識那裡的小朋友，參觀了他們生活的地方。之後在回家的路上我對孩子說：你們遇到問題的時候、發惡夢的時候，你們是幸福的。你們能夠找父母訴說，得到父母的擁抱安慰，而住這裡的小朋友連爸媽在哪裡都不知道，你們要感恩擁有的一切！似懂非懂的孩子還會問我說他們的爸媽是不是已經在天堂了。

此外我帶孩子參與撿垃圾活動時，也會教育孩子愛護環境，培養他們不隨地亂丟垃圾的習慣，他們會牢牢記住並阻止朋友亂丟垃圾，因為他們都親身體驗到要清理別人亂丟垃圾的心情。



《善待別人，助人自樂》

這社會需要更多的正能量和滿滿的愛，因此需要大家一起散播出去。無論在哪裡，一個微笑，一句讚美都會讓對方感受到溫馨舒適的善意。你可以在任何時間任何地點對家人，對朋友，對素未謀面的陌生人不求回報的付出。只因自己想在自己力所能及的範圍之內對這個人，這件事，出點力出點錢而已。而自己的內心滿足可能遠遠超過被你幫助的人。老套的說一句：贈人玫瑰手留餘香。

行善對我而言就是這麼簡單，我也相信人為善，福雖未至，禍已遠離，心存善念，念念是福。

賴愛名

耕心慈善協會副主席

Message from **Ric See Swee Poh**, Co-Founder & Secretary of Great Heart Charity Association



Ten Years And Beyond

Tilling hearts, cultivating the fields of the soul. Each person has a different mission in this world, and our world always needs individuals to bear and practice the virtues of "goodness," so that people can immerse themselves in a warm atmosphere. And the **Great Heart Charity Association** is an organisation that shoulders this mission.

Once, a volunteer said to me, "During this period, as a volunteer of the Great Heart, I have found solace and meaning in life!" This statement brought about a profound realisation, deepening my understanding of the significance and purpose behind the establishment of the Great Heart Charity Association. It turns out that we are not just a charity organisation that promotes charitable projects and assists underprivileged groups, but more importantly, we are practising our vision for the world and the future, enriching the inner world of each individual through our actions and soothing their souls at the same time. With each act of assistance we offer, we are sowing seeds for ourselves and others. The first 10 years is a critical moment to evaluate our achievements.

After ten years, no matter how the world changes, what can still touch people's hearts are emotions filled with warmth; and the power to eliminate barriers between people are still love and inclusiveness. These emotions and power will be the most essential elements for our future world, and every Great Heart member is entrusted with upholding these core values in dealing with people, matters, and things.

Looking forward to the future, the development of the Great Heart Charity Association may experience ups and downs, but as long as we are still in this world, we will spare no effort, without distinguishing between you and me, without discriminating based on social status or rank, without differentiating race and religious, to illuminate the lives of others. Even after we leave this world, there will still be people carrying the mission of the Great Heart, perpetuating the spirit of the Great Heart, enduring forever, and bringing blessings to our descendants.



Practising "goodness" is a choice, but it should not be seen as a task for humanity; instead, it should be an indispensable part of human life. May you and I both steadfastly uphold this belief in goodness, for the sake of others and ourselves, for that unknown yet eagerly desired beautiful future, let us walk forward together.

Ric See

Ric See Swee Poh
Co-Founder & Secretary of Great Heart Charity Association



《十年與之後》

耕心耕心，耕耘心田。

每個人存在這世間都有不同的使命，
而我們的世界總是需要有人背負並實踐"善"的德行，
好讓世人能夠沉浸在溫暖的氣息裡。
而耕心慈善協會就是扛著這個使命的組織。

曾經有一位義工對我說："這段時間裡，身為耕心的義工，我找到了人生的寄託和意義！" 這句話打開了我對耕心慈善協會成立的意義和新認知。

原來，我們不僅僅是一個推行慈善項目和援助弱勢群體的慈善組織，
更重要的是，我們在實踐著對世界和未來的憧憬，
不僅以身體力行來豐富個人的內心，也同時撫慰了個人的心靈。
每一次向外伸出援手，都是在為自己與他人播種一次。
第一個10年，成為評估我們耕耘成果的關鍵時刻。

十年的之後，無論世界再怎麼變幻，
最能夠感動人心的仍然是那些充滿溫度的情感；
消除人與人之間的隔閡仍然是愛與包容的力量。
這些情感與力量將會是我們未來世界最需要的元素，
而我們每一位耕心人都授以秉持著這樣的核心價值來對待人、事、物。

展望未來的日子，耕心慈善協會的發展或許會有高低起伏，
但只要自己還在這世間的一天，
都會用盡全力，不分你我、不分高低貴賤、不分種族膚色，
來點亮他人的生命。
即便自己離去以後，
仍然有人承載著耕心的使命，把耕心的精神繼續徜徉人間，
永垂不朽，為我們的後代帶來福祉。

行善是一種選擇，
但它不該被視為人類的一個任務，而是人類生活不可或缺的一部分。
願您我都能夠共同堅守這份善的信念，
為了他人和自己、為了那個未知卻渴望實現的美好未來，
攜手前行。

徐瑞寶

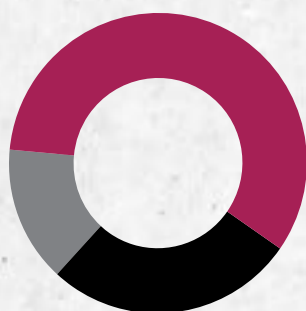
耕心慈善協會聯合創辦人兼秘書長



Financial Highlights | 財務摘要

2022

GHCA Allocation of fund and expenditure 耕心慈善的基金和支出的分配



75.87% ● Charitable expenditure
慈善支出

22.64% ● Operating expenditure
營業支出

1.50% ● Fundraising expenditure
籌款支出

Read our 2022
financial reports
閱讀我們的 2022 年財務報告



GHCA 耕心慈善



GVCA 宏願慈善



GXT 耕心堂

Charitable Expenditure Breakdown 慈善支出

35.30%

Great Heart
Community Centre
耕心慈善社區
服務中心

17.51%

Individual/
Family Cases
家庭個案

15.62%

Dialysis Case
洗腎支援

8.89%

Education
教育專案

8.45%

Charity Homes
福利中心

7.84%

Disaster Relief
賑災計劃

3.83%

Orang Asli Project
原住民援助計劃

2.56%

Great Heart
Covid-19 Relief Aid
新冠肺炎應對救濟

Our Achievements

我們的成就

Hand-in-hand, let us bring more hope to the underprivileged and warmth to the society.

借你我之手，為貧困戶帶來希望，為社會帶來溫暖！

NGO 機構	Beneficiary Type 受益人类型	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Grand Total
GHCA 耕心慈善	Underprivileged families 貧困家庭	250	469	1719	450	4928	2718	2567	2263	2486	2105	19955
	Children & students 學生孩童	345	1153	1609	1040	2321	1483	2655	743	1094	762	13205
	Old folks 長老	220	440	241	204	767	241	361	149	975	68	3666
	Orang Asli 原住民	90	105	34	217	371	34	344	223	1455	447	3320
	Disabled person 殘疾人士	41	175	97	20	286	35	114	23	116	72	979
GHCA Total 耕心慈善總計		946	2342	3700	1931	8673	4511	6041	3401	6126	3454	41125
GVCA 宏願慈善	Children 孩童	0		108	245	132	100	433	159	45	558	1780
	Family 家庭	0	30	71	101	358	139	120	261	371	305	1756
	Old folks 長老	0	0	0	0	0	40	0	0	0	44	84
	Students 學生	0		2	8	43	11	26	35	58	46	229
GVCA Total 宏願慈善總計		0	30	181	354	533	290	579	455	474	953	3849
GXT 耕心堂												
GXT Total 耕心堂總計		0	65	54	34	43	73	51	48	103	87	471
Grand Total 總計		946	2437	3935	2319	9249	4874	6671	3904	6703	4494	45,445
No. of volunteers 義工人數		301	1005	2526	3545	5006	2786	4386	1826	1146	2608	25135

Note: Figure shown is based on Calendar Year basis.
注：所示數據以日曆年計算。

耕心 10 Years Journey With Us 年來之心路歷程

Come journey with us as we reminisce the founding days of Great Heart Charity Association (GHCA), our sister NGOs Great Vision Charity Association (GVCA), Persatuan Kebajikan Kasih Semadi (GXT), and Earth Warriors Association (EWA), as well as key milestones achieved over the years.

以下為耕心慈善，宏願慈善，耕心堂以及地球戰士協會10年來的心路歷程和里程碑。



2013

- GHCA & GVCA were formally registered.
- Initiated Dialysis Aid Program & Orang Asli Medical Care Project & Disaster Relief Aid Project.
- 耕心慈善與宏願慈善正式註冊為非盈利組織。
- 開啟洗腎支援，原住民醫療計劃和賑災計劃。



2014



- Initiated Mini Earth Warriors Project and You & Me Educational Program.
- 開啟小型地球戰士計劃和《關愛你，關愛我》教育計劃。



2015



- Overseas Union Charity Program extended to Cambodia & Myanmar.
- Great Heart Community Centre (GHCC) in Klang was established.
- Initiated Earth Warriors Day 2015.
- 海外佈施計劃延展至柬埔寨和緬甸。
- 耕心慈善社區服務中心成立於巴生。
- 舉辦首個地球戰士日。



2016

2017

2018

耕心堂

PERSATUAN KEBAJIKAN KASIH SEMADI
(PPM-006-10-10022016)

- GHCA was granted with tax exemption status and honoured with Golden Globe Tigers NGO Leadership Award 2016 and Malaysia Top Business Excellence Award 2016.
- GXT was formally registered.
- 耕心慈善獲得免稅資格和榮獲 Golden Globe Tigers NGO Leadership Award 2016 以及 Malaysia Top Business Excellence Award 2016。
- 耕心堂正式註冊為非盈利組織。



- Initiated Orang Asli Shelter Rebuilding Project.
- Commenced PRUKasih Program.
- 開啟原住民重建家園計劃。
- 宏願慈善開啟保誠計劃。



- Expansion to Perak and Malacca.
- Initiated Mangrove Rehabilitation & Clean-up Project & Business start-up assistance.
- GVCA honoured with PRUKasih The Most Innovative Distributor Award 2018 and PRUKasih Distributor Challenge Award 2018.
- 團隊擴展至霹靂和馬六甲。
- 開啟紅樹林保護與修復計劃和創業援助。
- 宏願慈善榮獲 PRUKasih Distributor Challenge Award 2018 和 PRUKasih The Most Innovative Distributor Award 2018。



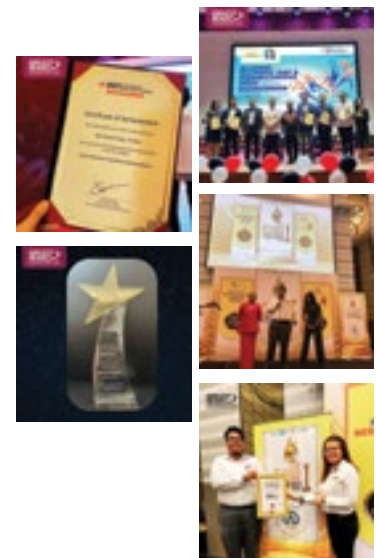
2019

2020



- President Franky See honoured with CSR Malaysia award & listed in Britishpedia Successful People in Malaysia 2019.
- GHCA awarded as Finalist for 2019 JCI Malaysia Sustainable Development Award under two separate categories SDG 1 – No Poverty, and SDG 2 – Zero Hunger.
- Overseas Union Charity Program extended to Philippines & Timor-Leste.
- Initiated Volunteer Training Program.
- GVCA honoured with PRUKasih Distributor Excellence Award 2019.
- 主席徐瑞財榮獲 CSR Malaysia award 和被記載在Britishpedia Successful People in Malaysia 2019。
- 入圍2019 JCI Malaysia Sustainable Development Award (SDG 1 & SDG 2)。
- 海外布施計劃延展至菲律賓和東帝汶。
- 開啟志願者培訓計劃。
- 宏願慈善榮獲PRUKasih Distributor Excellence Award 2019。

- EWA was formally registered.
- GHCA honoured with Sustainability & CSR Malaysia Awards 2020 and The Star Golden Hearts Award 2020.
- Initiated Community Legal Services.
- GVCA honoured with PRUKasih The Kemboja Award and PRUKasih 2020 The Melur Award.
- 地球戰士計劃正式註冊為非盈利組織。
- 耕心慈善榮獲 Sustainability & CSR Malaysia Awards 2020 和 The Star Golden Hearts Award 2020。
- 宏願慈善榮獲PRUKasih The Kemboja Award 2020 和 PRUKasih The Melur Award 2020。
- 開啟法律諮詢服務。



2021

- Great Heart Community Centre (GHCC) in Malacca was established.
- GHCA awarded with NPO of the Year for Malaysia Prestige Awards 2020/21.
- GHCA awarded as Finalist of Be Good Award – Organisation Category for the BGDG Charity Awards 2021.
- GVCA awarded Mutiara Award & Intan Award for PRUKasih Distributor Day 2021.
- 耕心慈善社區服務中心成立於馬六甲。
- 耕心慈善於Malaysia Prestige Awards 2020/21榮獲年度最佳非營利組織獎。
- 耕心慈善榮獲 Finalist of Be Good Award – Organisation Category for the BGDG Charity Awards 2021.
- 宏願慈善榮獲 Mutiara Award & Intan Award for PRUKasih Distributor Day 2021.

2022

- Clinic for Orang Asli Community Treatment (COACT) was launched at the Orang Asli villages of Kampung Petoh, Kampung Bugis, and Kampung Tanjung, providing services to an estimated 100 villagers from each village.
- Earth Warriors Day was held and participated by 70 teams clearing 3.6 tonnes of rubbish including 1 tonnes of recyclable waste.
- 耕心慈善啟動了原住民社區行動診所 (COACT)，致力於為每個村莊的約100名村民提供健康檢查和基本醫療服務。受益的原住民村莊包括 Kampung Petoh、Kampung Bugis 和 Kampung Tanjung。
- "地球戰士日" 盛大舉行，吸引了70支團隊的積極參與，共清理了3.6噸垃圾，其中包括1噸可回收垃圾。

2023

- GHCA awarded with NGO Leadership Award for Golden Globe Tigers Award 2023.
- President Franky See was awarded with Outstanding Alumni Awards for Community Service by INTI Outstanding Alumni Awards 2023.
- 耕心慈善榮獲 NGO Leadership Award for Golden Globe Tigers Award 2023.
- 主席徐瑞財榮獲 Outstanding Alumni Awards for Community Service by INTI Outstanding Alumni Awards 2023.

Board Members 屆籌委會

2023 - 2025

Great Heart Charity Association Committee Team

耕心慈善籌委會



Lai Ai Fuen
Vice President
副主席



● **See Swee Choy** ●
President
主席



Yuen Juin Hoe
Vice President
副主席



See Swee Poh
Secretary
秘書



**Kamarul Farid
bin Kamaruddin**
Vice Secretary
副秘書



Chua Chin Ching
Treasurer
財政



Gan Yee Chuan
Vice Treasurer
副財政



Eddy Shan Rush
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項目協調員



Ng Chiew Huing
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內部審核員



Darren Teoh
Marketing Strategist
行銷策略師



Brian Law
Legal Advisor
法律顧問

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FINANCE 財政



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Bin Zainal Abidin**
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領導



Tony Toh Chen Ying
Executive
行政



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Binti Sharrif**
Jr Executive
行政



Chang Phay Kee
Internal Auditor
內部稽核

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Head
領導



Kew Wai De



Chye Wei Ying



Loo Wei Siang



Joshua Lim Cheng Ern



Declan Shuit Siew Fung

GREAT HEART COMMUNITY CENTRE (GHCC) 社區服務中心 (GHCC)

Champions



Fenny Chee Bee Hong
Lead (Klang)
領導 (巴生)



Tan Mew Wai
GHCC Klang
(巴生)



Shayne Khoo Ru Hui
GHCC Klang
(巴生)



Yap Gia Li
GHCC Klang
(巴生)



Siow Chew Ying
GHCC Klang
(巴生)



Lim Nian Shan
GHCC Klang
(巴生)



Ang Kian Beng
GHCC Klang
(巴生)



Lung Ching Huah
GHCC Malacca
(馬六甲)



Lim Leong Siang
GHCC Malacca
(馬六甲)



Lim Eng See
GHCC Malacca
(馬六甲)



Cheng Mei Chien
GHCC Malacca
(馬六甲)

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Chor Mun Yan
Head
領導



**Intan Aida Bt U.Than Swe@
Mohamad Tharmizi**
Media Executive 媒體行政

Champions



**Nur Syafiqah
Mohamad Hanif**
Social Media 社交媒體



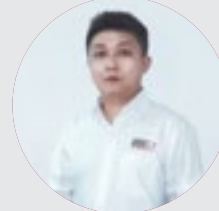
Kyle Tan Chia Choon
Production
媒體製作



Jaey Koh Jia Yee
Designer
設計



Coey Lim Chian Chian
Editorial
編輯



Martin Gan Kee Fu
IT Support
技術情報

PARTNERSHIPS 合夥企業

Champions



Andrew Lim Weii Liian
Head
領導



**Rabiatul Intan Syamiera
Binti Mohd Rizman**
Executive 行政



Oon Jia Li



Jeff Tan Tong Jie



Angie Ng Moi Cheng (PJK)
PR Lead
公關主管

GREAT VISION CHARITY ASSOCIATION (GVCA) 宏願慈善協會

Champions



**Ulfatul Nazihah
Binti Maiddin**
Head
領導



Leong Yong Xuan



RX Wong Wey Hoe



Rave Tiu Kok Peng



Winnie Lee Wan Siing

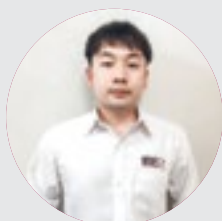


S. Vasugi Subramaniam

Champions



Dexwin Lee Lim Thai



Kent Chai Yui Khein



Tan Lay Ling



Jestvin Ang Wee How



Fish Tan Yin Chien



Vincent Sim Ban Seng



Philip Ng Wei Boon



Jericho See Swee Lai



Danny Tan Chee Aik



Austin Ler Wee Zien



Jack Nyew Jenn Foo



Lim Tyng Feng

Champions



Ivan See Long Wei



Mark Goh Kok Haur



Cheong Eng Siang



Yap Mun Kit



See Swee Jia

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Vice President 副主席 Chor Mun Yan

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Vice Secretary 副秘書 Rave Tiu Kok Peng

Treasurer 財政 Winnie Lee Wan Siing

Marketing Strategist 行銷策略師 Kyle Tan Chia Choon

Internal Auditor 內部稽核 S. Vasugi Subramaniam

AJK 委員 Hanisya Najiha binti Shariff

Persatuan Kebajikan Kasih Semadi Committee Team

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Vice President 副主席 Cheong Eng Siang

Secretary 秘書 Tony Toh Chen Ying

Vice Secretary 副秘書 Yap Mun Kit

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Vice Treasurer 副財政 Jericho See Swee Lai

General Affair 總務 Angie Ng Moi Cheng (PJJK)

AJK 委員 Tan Lay Ling

AJK 委員 See Swee Jia



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地球戰士協會籌委會

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Vice President 副主席 Andrew Lim Wei Lian

Secretary 秘書 Ulfatul Nazihah Binti Maiddin

Vice Secretary 副秘書 Jericho See Swee Lai

Treasurer 財政 Ahmad Zawawee Bin Zainal Abidin

Event Planner 活動策劃 Vincent Sim Ban Seng

Vice Event Planner 副活動策劃 Jack Nyew Jenn Foo

AJK 委員 Lim Tyng Feng

AJK 委員 Rabiatul Intan Syamiera Mohd Rizman

Program Summary | 項目簡介



OUR SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The SDGs are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.

我們的可持續發展目標

可持續發展目標是集合了17個相互關聯的全球目標，寓意著“為所有人實現更美好、更可持續未來的藍圖”。SDGs 由聯合國大會於 2015 年制定，並計劃在 2030 年實現。



HAND-IN-HAND CHARITY PROGRAM

The program extends a helping hand to the underprivileged individual/family cases, Orang Asli communities and charity homes through the activities as follow:

1. Dialysis Aid Program
2. Family care & Business Start-up Support
3. Ad Hoc Assistance
4. Orang Asli Empowerment Project
5. Charity projects
 - a. Hope Reading
 - b. Back to School
 - c. Others

攜手共濟計劃

這項計劃通過以下的活動援助貧困者/家庭、原住民村莊和福利院:

1. 洗腎支援計劃
2. 家庭個案及創業支援
3. 特別援助
4. 原住民援助計劃
5. 慈善項目
 - a. 希望閱讀計劃
 - b. 返回校園計劃
 - c. 其它

GREAT HEART COMMUNITY CENTRE (GHCC)

Community centres for the underprivileged were established at Klang, Selangor in March 2015, and at Taman Merdeka Jaya, Malacca in June 2021. They serve as an avenue for providing aid to the local and underprivileged communities.

Our help:

1. Lunch Box for the Hungry
2. Groceries for the Urban Poor
3. TCM for the Needy
4. Classes for the Children
5. Vegetable Garden for the Community
6. Activities & workshops

耕心慈善社區服務中心

耕心慈善社區服務中心於2015年3月份及2021年6月份，分別建立在巴生的直落玻璃和馬六甲默迪卡再也花園，是一個為當地社區和弱勢群體提供免費服務和援助的平臺。

我們的援助包括:

1. 零饑餓飯盒計劃
2. 物資助貧計劃
3. 惠民中醫義診
4. 耕心學堂
5. 社區菜園
6. 活動和工作坊





YOU & ME EDUCATIONAL PROGRAM

GHCA actively collaborate with students from various societies in schools and universities for community projects. Along the way, Great Heart supports them with guidance and funding, with hope to promote charitable giving in students of all ages.

《關愛你，關愛我》教育計劃

這項計劃的合作對象是教育機構的學生和團體，主要為他們的社區專案提供指導和資金，在各個教育機構提倡慈善文化。



OVERSEAS UNION CHARITY PROGRAM

GHCA actively collaborate with students from various societies in schools and universities for community projects. Along the way, Great Heart supports them with guidance and funding, with hope to promote charitable giving in students of all ages.

耕心海外佈施活動

耕心慈善協會配合海外非政府組織，根據當地貧困群體的需求，提供適當的援助。





GREAT VISION CHARITY ASSOCIATION (GVCA)

GVCA, sister NGO of GHCA, offers education and financial assistance to students from underprivileged families and B40 residents residing in the People's Housing Project (PPR) through the following programs:

1. Shopping Buddy Program
2. Didik-Kasih EduCare Program
3. PRUKasih Program

宏願慈善協會 (GVCA)

關注於貧困學生、人民組屋 (PPR) 居民和B40群體，GVCA 透過下列的項目為他們提供教育和經濟援助：

1. 陪購計劃
2. 關懷教育助學計劃
3. 保誠計劃



PERSATUAN KEBAJIKAN KASIH SEMADI
(PPM-008-16-10022016)

PERSATUAN KEBAJIKAN KASIH SEMADI (GXT)

GXT, sister NGO of GHCA, is an organisation dedicated to provide fully subsidised and basic bereavement care services to the poor, underprivileged, or deceased with no family in Klang Valley. It includes memorial services, columbarium, burial/cremation, and funeral accessories.

耕心堂 (GXT)

耕心堂是耕心慈善的姐妹協會，致力為雪隆一帶貧困無助和舉目無親的往生者施棺或提供免費和基本的殯儀服務，這包括打齋誦經、骨灰塔、土葬或火化儀式和祭拜物品。



EARTH WARRIORS ASSOCIATION (EWA)

EWA, sister NGO of GHCA, is an organisation dedicated to environmental clean-up and conservation. It aims to raise public awareness on environmental care and protection while delivering an important message – A clean and beautiful environment starts from you and me.

1. Mini Earth Warriors Project
2. Earth Warriors Day
3. Mangrove Rehabilitation & Clean-up Project

地球戰士協會 (EWA)

地球戰士協會也是耕心慈善姐妹協會之一，旨在推廣保護環境與整潔的責任，希望能提高公眾對於愛護居住環境的意識，同時也傳遞一項重要的訊息 – 愛護環境，由你我做起。

1. 小型地球戰士計劃
2. 地球戰士日
3. 保護與修復紅樹林計劃



Our Work

我們的援助

1

Health & Wellbeing 健康與福祉



Under this pillar, the following assistance is provided with the goal of improving health financing and support for dialysis patients, government medical institutions, B40 groups, and members of the community:

旨在改善政府醫療機構，洗腎病患，貧困家庭，社會大眾的醫療籌資和支援，我們提供以下援助：



a) Dialysis Aid Program

Provide financial assistance to dialysis patients since June 2013 to alleviate their burden by subsidising RM360 to RM1,000 of their treatment fees for a period of 3 to 6 months, during which advice and assistance will be provided to the families so that they could apply for Ministry of Health (MOH) and SOCSO dialysis aid if they are eligible.

Collaborating Partner: Dialysis Centre, NGO, Jabatan Kerja Sosial Perubatan, etc.

Assistance: RM360.00 - RM1,000.00 subsidies on dialysis treatment.

Duration: 3 - 6 months.

a) 洗腎支援計劃

耕心慈善協會自2013年6月開始資助洗腎病患者每月RM360至RM1,000的治療費，以減輕病患者的經濟負擔。在此期間，也將協助符合條件的病患申請衛生部和社險的洗腎津貼，以獲得長期的援助。

合作單位： 洗腎中心，非政府組織，醫療社工福利部等

援助： RM360.00 - RM1,000.00的洗腎津貼

為期： 3至6個月





Yap Hong Seng

Yap Hong Seng, battling kidney failure, hyperuricemia, diabetes, and hypertension, shared a home with his brother, whom himself is affected by gambling addiction. Despite Yap's dedication working as a delivery man, earning RM1,800.00 monthly, he faced an uphill struggle to cover his household and medical expenses, particularly the costly dialysis treatment that exceeds RM2,000.00 every month.

GHCA extended him with a monthly dialysis subsidy of RM1,500.00 while Yap awaits positive news from the Ministry of Health with support for his dialysis treatment. Finally, Yap was successfully transferred to YASA Dialysis Centre where he now receives lifelong, cost-free dialysis treatment. He extended his gratitude to GHCA for carrying him through one of the challenging chapters of his life.

Volunteer's reflection

Uncle Yap's determination and perseverance in working to support himself and cover his monthly expenses, including the high costs of his dialysis treatment, despite his poor health condition, left a deep impression on me. He serves as a powerful reminder that we are responsible for our own lives and must always strive to overcome life's challenges by doing our best and never giving up easily.



- Tham Kar Ting



Yap Hong Seng患有腎衰竭、高尿酸、糖尿病和高血壓。他與一名因嗜賭而無法提供財政支援的哥哥同住。儘管他堅持繼續從事送貨員的工作，每月賺取RM1,800.00，但這不足以支付他的家庭和醫療費用，包括每月超過RM2,000.00的洗腎治療費用。耕心慈善協從2022年3月至2023年2月每月提供他RM1,500.00的津貼，同時等待衛生部的好消息。

終於在2022年11月，他成功轉移到YASA透析中心，獲得終身免費治療。因此，耕心慈善協會在2022年10月停止了對他的援助。

志願者的感言

Uncle Yap 儘管身體狀況不佳，但仍堅持工作養活自己並支付每月的開支，包括高昂的透析治療費用，給我留下了深刻的印象。他用自身的故事提醒我們，我們要對自己的生活負責，永不輕易放棄，努力克服生活中的挑戰。

Tham Kar Ting

b) TCM for the Needy

Underprivileged may seek sponsored TCM treatment at Great Heart Community Centre. Certified TCM practitioners will provide services by first come first serve basis. Sometimes elderly from nearby old folks' homes will be invited for the session too.

Collaborating Partner: TCM Practitioner

Assistance: Acupuncture, Cupping & Herbal Prescription.

Location: Great Heart Community Centre (Klang).

b) 惠民中醫義診

為弱勢群體提供免費的中醫治療，療法包括針灸和拔罐。獲認證的中醫師將以先到先得的方式提供服務。附近老人院的長老偶爾也會被安排到中心獲取治療。

合作單位： 中醫師

援助： 針灸、拔罐和草藥處方

地點： 巴生社區服務中心



c) TCM Health talk & workshop

TCM practitioners will advise the public on healthy diet and habits to maintain good physical and mental health through knowledge sharing about TCM theory.

Collaborating partner: TCM practitioner

Assistance: Knowledge sharing.

Location: Great Heart Community Centre or other convenient places.

Duration: Occasionally.

c) 中醫健康講座及工作坊

透過理解正確的中醫理論，中醫師將提供健康飲食的指導以及日常作息的建議，教導大眾管理身心健康。

合作單位： 中醫師

援助： 資訊分享

地點： 巴生社區服務中心或其他適合的地點

為期： 偶爾



d) Medical Equipment Donation

To assist government medical institutions and B40 communities with financial difficulties in purchasing ad hoc medical equipments.

Assistance: Wheelchair, oxygen concentrators, syringe pump, oxygen flowmeter, glucose meter, blood pressure meter, thermometer, etc.

Location: Kuala Lumpur, Selangor, Malacca & overseas.

Duration: Ad hoc basis.

d) 醫療器材捐贈

為無法負擔醫療器材的政府醫療機構和弱勢群體提供所需的器材。

援助：輪椅、制氧機、注射泵、氧氣流量計、血糖儀、血壓計、體溫計等

地點：吉隆坡、雪蘭莪、馬六甲和海外。

為期：如有所需。

e) Blood Donation

Collaborates with third parties to help raise the blood supplies for National Blood Centre, especially when there is a blood supply shortage.

Collaborating partner: National Blood Centre, associations, temples

Assistance: Hold blood donation campaign.

Location: Kuala Lumpur, Selangor & Malacca.

Duration: Ad hoc basis.

e) 捐血活動

在血庫供應短缺的情況下，與第三方合作聯辦捐血活動，為國家血液中心籌集血液。

合作單位：國家血液中心、協會、寺廟等

援助：開展捐血活動

地點：吉隆坡、雪蘭莪和馬六甲

為期：偶爾



f) Health Screening

Collaborate with health professionals to provide underprivileged groups with free health screening services and consultations, such as the Clinic for Orang Asli Treatment (COACT). We aim to increase their awareness on their health conditions. Hygiene kits are distributed on certain occasions.

Collaborating Partner: Health Institutions & Professionals

Assistance: Health Screening, Consultation,
Medicine, Vitamin C & Hygiene Kit

f) 健康檢驗

與醫療專業人士配合為原住民等弱勢群體例如原住民社區診所 (COACT) 提供免費健康檢驗及講座，讓他們更加了解自己的健康狀況。本地及海外的團隊有時也在活動中派發衛生用品。

合作單位： 衛生機構與專業人員

援助： 體檢服務，健康資訊，分享和提供醫療物資，藥物，營養輔助品等其它物品。



g) Community Charity Projects

Organising a half-day or full-day activities with underprivileged groups and welfare homes by creating an enriching experience along with offering provisions and embracing love and care to nurture their overall mental well-being.

g) 社區慈善活動

為弱勢群體及福利院舉辦半日或全日活動，並提供物資援助或生活體驗、擁抱愛與關懷，以培育他們的整體心理健康。

h) Festive Celebration

Celebrate festivals alongside underprivileged groups with food, dance, performances, and gifts. We embrace the spirit of inclusivity, and everyone should partake in the celebration regardless of their background. By celebrating festivals with the underprivileged groups, we aim to create a meaningful and enriching experience for everyone and to foster unity, compassion, and shared happiness.

h) 節日慶典

與弱勢群體共慶佳節。當中我們將提供食物、舞蹈、表演和禮物。我們提倡包容的精神，確保每個人，無論他們的境況如何，都能參與節日的慶祝。通過與弱勢群體共同慶祝佳節，我們為每個參與者創造有意義和充實的體驗，培育團結、同理和共享的幸福感。



HIGHLIGHTS 摘要

Usher The Year of The Rabbit

In celebration of the Year of the Rabbit, GHCC Malacca hosted a Chinese New Year celebration gathering for our beneficiaries: B40 families, alongside elderly and children from charity homes. The event brought joy to 150 attendees with a variety of cultural performances, including a captivating lion dance, a Chinese orchestra, and singing. It was a beautiful cultural exchange, especially for the non-Chinese attendees, as many commented that it was their first time watching a lion dance and attending a Chinese New Year event. The children were seen dancing joyfully to the music, led by volunteers.

《耕心迎新歲，兔年報吉祥》

為慶祝兔年，耕心社區服務中心（馬六甲分會）為我們的B40家庭、孤兒院的孩子們和老人院的長者們舉辦了農曆新年大團拜。這次活動為150名出席者帶來了歡樂，包括各種文化表演、引人入勝的舞獅表演、華樂演奏和歌唱表演。對於非華裔的來賓來說，這是一次美麗的文化交流，因為許多人評論這是他們第一次觀賞舞獅表演和參與農曆新年活動。兒童們也在義工們的帶領下歡快地隨著音樂跳舞。

i) Vegetable Garden and Nutritional Talk for the Community

A 2,000 square feet community garden at GHCC where vegetables and fruits are grown, harvested, and distributed to old folks' homes, orphanages, and underprivileged families for free. The planting of vegetables is alternated between Chinese Mustard, kangkong, choy sum, pak choy, spinach, and lettuce, while fruits trees such as papaya, banana, and coconut were also planted and are available for harvesting occasionally. We also organise Nutritional Talks at GHCC to promote the benefits of cultivating vegetable gardens and providing valuable insights into maintaining a nutritious diet.



i) 社區菜園與營養講座

耕心社區服務中心里約2,000平方英尺的農作地種植了各種有機蔬果。收成後，這些蔬果將免費分發給老人院、孤兒院和弱勢群體。蔬菜的種類常常切換於菜心、白菜、生菜、薺菜、芥菜和青莧菜之間，而水果則包括了木瓜、香蕉和椰子。此外，在耕心社區服務中心也會進行營養講座。此活動旨在推廣種植的好處，並提供有關保持營養飲食的資訊。

2

Livelihood & Community Development 生計與社區發展



This pillar addresses issues pertaining to the cost of living earning, and livelihood skills of the underprivileged families. The plight of underprivileged families rarely receives the same amount of attention or exposure from the media and internet as they hardly have access to these channels to highlight their predicament. Therefore, GHCA reach out to this target group by providing food, groceries aid and equipping them with livelihood capabilities to mitigate some of their financial burden.

這項援助關注於貧困家庭的生計和財務管理有關的問題。貧困家庭的困境很少受到媒體和互聯網的關注，因此他們無法利用這些管道來表達自己的困境。GHCA通過提供糧食和日常用品的援助以減輕他們的經濟負擔。



a) 家庭支援

透過家訪與審查，耕心慈善將為獲批申請的貧困家庭每月提供日常用品的援助。在援助的期間，審查組將尋找不同的方案為貧困家庭獲取長期性的援助，以舒緩他們的經濟壓力。我們的支援一般為期 3 至 6 個月。在此期間，審查組會與相關家庭共同設定目標，了解他們將如何利用所提供的援助改善生活，並根據他們的預期目標提供建議。

合作單位： 人民組屋，非政府組織，醫務社工福利部等

援助： 每月 RM100-RM300 的日常生活津貼、政府津貼申請援助、推薦工作或創業援助。

地點： 吉隆坡，雪蘭莪和馬六甲

為期： 為期：大約 3至6 個月

a) Family care

Identify underprivileged families to assist them with monthly groceries while looking for ways to improve their financial condition sustainably. Support period ranges from 3 months to 6 months, during which a target is set together with the respective families on how they will work towards improving their livelihood with the aid provided, with advice provided based on their intended target.

Collaborating partner: People's Housing Project (PPR) Residence Association, NGOs, Jabatan Kerja Sosial Perubatan, etc.

Assistance: RM100-300 worth of monthly groceries, assistance on government subsidies' application, job referral, and business start-up assistance.

Location: Kuala Lumpur, Selangor & Malacca.

Duration: Usually 3-6 months.





Fadhilah Binti Zainal

Fadhilah Binti Zainal, a single mother of four, including a child with disabilities requiring therapy, were affected by the pandemic and ran into financial difficulties as she was earning a mere RM100.00 in her ointment small business. GHCA supported her with grocery aid to alleviate her burden. Fadhilah further received an oven from a public donation that opened a new chapter in her life, as it enabled her to start selling "kuih" to sustain her family's needs.

As Fadhilah slowly rebuilt her life, she started venturing into sewing "Baju Kurung" to boost her income, aside from selling ointments and "kuih". In view of her determination, GHCA extended our grocery support while her new venture stabilised, with the aim to empower Fadhilah to become self-reliant.

Currently, Fadhilah not only improved her financial situation but had also gained financial independence. GHCA are moved and privileged to have played a role in Fadhilah's awe-inspiring journey of resilience and success.

Volunteer's reflection

She is one of the strongest women I have met, who is a single mother to 3 schooling children and 1 child with cerebral palsy. She not only has to juggle between 4 part time jobs, but also takes care of a special needs child. She is an inspirational role model, reminding us that we have to be strong in times of adversity, especially when we are shouldering heavy responsibilities.



- Tan Mei Jing



Fadhilah Binti Zainal是一位撫養著4位孩子的單親媽媽，其中1位孩子是需要接受治療的OKU。在疫情期間，她遇到了經濟困難。她開始賣藥膏謀生，但每月僅賺取RM100.00。因此，耕心慈善協會在2021年9月至11月為她提供了RM300.00的物資援助。2021年11月，她收到了公眾捐贈的烤箱後也開始製作和售賣糕點。在2022年3月的審查中也了解到她除了賣藥膏和糕點外，還從事自由裁縫工作，從而賺取更多收入。此後，耕心慈善協會也繼續提供雜貨支持，直到2022年5月。她的裁縫工作狀況有所進展，因此耕心慈善協會在2022年5月將雜貨援助延長至2022年8月，但補貼金額降低至每月RM150.00。到了2022年8月，她能夠從各種自由職業工作中賺取RM700.00的收入，因此耕心慈善協會停止了援助。

志願者的感言

她是我所見過的最堅強的女性之一。她是位單親媽媽，有三個還在上學的孩子和一個患有腦性癱瘓的孩子。她不僅同時兼顧四份兼職工作，還要照顧特殊需要的孩子。她是一個很好的榜樣，提醒我們在面對困難和責任時必須堅強。

- Xuey Sin



b) Community Day with PPR Residents

An annual community outreach project that provides one-time groceries aid for the underprivileged residents of PPR to lessen their financial burden. Each registered family will be provided with one set of groceries during the session.

Collaborating Partner: PPR Residence Association
Assistance: RM50.00 - RM70.00 worth of groceries.
Location: Kuala Lumpur, Selangor & Malacca.

b) 人民組屋社區日

一項年度社區專案，為人民組屋的貧困居民提供一次性日常用品援助，以減輕他們的經濟負擔。通過申請的每一戶家庭將在活動中獲得一份日常用品。

合作單位： 人民組屋居民協會
援助： 提供RM50.00 - RM70.00的日常用品
地點： 吉隆坡，雪蘭莪，馬六甲

c) Lunch Box for the Hungry

A food donation program is conducted at GHCC for pre-registered clients from the B40 group within the vicinity with the hope that it may somehow ease their burden and help change their lives for a better tomorrow. This program serves around 80 underprivileged individuals on a daily basis. During the Full Movement Control Order, this aid was replaced with the Groceries for the Urban Poor Program in which monthly aid was provided to protect the safety of the volunteers and underprivileged families.

Collaborating Partner: Restaurants, Food distributors, NGOs, etc.
Assistance: Daily lunch box worth RM 5.00
Location: Great Heart Community Centre (Klang)
Duration: Every Monday - Saturday

c) 零飢餓飯盒計劃

為社區服務中心臨近的B40群體以通過申請的方式提供午餐便當，以及減輕經濟負擔。這項計劃每日為約70戶家庭的每位家庭成員提供一飯盒。在行管令期間，受惠家庭轉為領取月份的物資助貧計劃（以下），以保護受惠人士以及義工的安全。

合作單位： 餐館，食品專銷商，非營利組織等。
援助： 每日一份RM 5.00的午餐便當
地點： 耕心社區服務中心（巴生）
為期： 每逢星期一至星期六





Beneficiary's Reflection

Great Heart's sponsored lunch boxes have been a lifeline for me and my wife. As we are going through the challenges of ageing and limited income, knowing we can rely on these meals brings us a sense of relief and security. We are truly grateful for Great Heart's kindness and support, and we can't thank them enough for making our lives easier during this time. Their generosity is the string of hope that my wife and I hold onto, thank you.

- Low Wan Cheng @ Lau Wan Cheng

受惠者的感言

耕心慈善協會的零飢餓飯盒計劃,提供的午餐盒對我和我的妻子來說是一條救生索。在我們面臨年老和有限收入的挑戰時,我們還可以依靠這些餐食,這給我們帶來了一種安心和安全感。我們對耕心慈善協會的善良和支持深表感激,在這個階段減少我們生活上的負擔,我們感激不盡。你們的慷慨是我們的希望,謝謝你們。

- Low Wan Cheng @ Lau Wan Cheng



d) Groceries for the Urban Poor

A monthly groceries aid for the urban poor families residing nearby GHCC and who can cook to support their family. Every month, this program serves around 50 families who are either low-income families, with disabled family member, single elderly who is unable to work, single parent or widow, or with health issues. GHCC accepts food or grocery donation from any party to tag along our distribution activities.

- Collaborating partner:** Food chain suppliers, etc.
- Assistance:** Monthly groceries worth RM80.
- Location:** Great Heart Community Centre (Klang & Malacca).
- Duration:** Once monthly.

d) 物資助貧計劃

這項計劃每月為居住在社區服務中心臨近的居民,且能夠做飯養家糊口的貧困家庭提供免費物資或日常用品。這項計劃在行管令期間讓50戶家庭受惠,當中包括70戶受惠於零饑餓飯盒計劃的家庭。受惠者包括低收入家庭,殘疾人士,老年人,單親家庭或患有疾病的人士。中心也接收大眾捐獻的物資,代為分發給所需的家庭。

- 合作單位:** 食物鏈供應商等
- 援助:** 每月提供 RM80的日常用品
- 地點:** 耕心慈善社區服務中心 (巴生與馬六甲)
- 為期:** 每月一次



Beneficiary's Reflection

I want to express my heartfelt appreciation for the monthly grocery support that Great Heart has provided to me in this period. Your generosity has made a significant impact on my life, and I am sincerely grateful for your unwavering support. Thank you for your compassion and kindness.

- Stamil Selvi A/P Selvarajan

受惠者的感言

我要衷心感謝耕心慈善協會在過去這段時間內為我提供的每月物資援助。你們的慷慨行為在我的生活起到了重要的角色,我由衷地感激你們的支持。感謝你們的同理心和善心。

- Stamil Selvi A/P Selvarajan



e) Disaster Relief Project

Natural disasters are unpredictable, and the lives of communities in the disaster areas are greatly affected. This project gathers resources from the public and provide immediate humanitarian aid to affected communities in disaster areas. Previous assistance: Flood in Kuantan (2013 & 2014), flood in Terengganu (2017), volcano eruptions in the Philippines (2020), flood in East Coast (2021) and flood in Klang Valley (2021).

Collaborating partner: NGOs, voluntary body, etc.

Assistance: Delivery of groceries or necessities in bulk.

Location: Any disaster areas.

Duration: When necessary.

e) 賑災計劃

天災無可預測，災區居民的生活飽受牽連，救援刻不容緩。這項計劃以賑災為宗旨，集合民眾力量，籌集資源，藉以協助受災地區。曾參與過的專案：2013 & 2014年關丹水災，2017年登嘉樓水災，2020年菲律賓塔爾火山爆發，及2021年東海岸水災賑災活動等。

合作單位： 非政府組織，自願團體等

援助： 提供日常用品或其 它生活所需

地點： 任何災區

為期： 必要時



Flood Relief Mission at East Coast Orang Asli Villages

Great Heart Charity Association collaborated with the Malaysian Red Crescent Society (MRCS) for the East Coast Flood Relief Mission to provide aid to the Orang Asli villagers in Kuala Rompin, Pekan, and Chini, Pahang. 1009 families from 5 villages, namely, Kampung Jong, Kampung Merani Nenasi, Kampung Tasik Mentiga, Kampung Pematang Siput, and Kampung Sawak benefited from the relief mission. The flood created a huge impact on the villagers, with their source of income greatly affected, since most of the villagers there relied on farming to make a living. With the flooding, almost 90% of their farms have been destroyed. The relief mission hopes to at least ease some of the villagers' burden.

東海岸洪水救濟任務

每年在東北季候風季節中都會造成馬來西亞東海岸會有持續數天的暴雨，並在彭亨州的低窪地區引發洪水。這極大地影響了當地居民的生計和收入來源。因此，耕心慈善協會和馬來西亞紅新月會(MRC)聯合組織了一次5天4夜的東海岸洪水救濟任務，分別在彭亨州的雲冰縣及北根縣進行。這項任務總共受益了來自5個村莊的1009戶家庭，其中包括Kampung Jong, Kampung Merani Nenasi, Kampung Tasik Mentiga, Kampung Pematang Siput和Kampung Sawak。此次水災給村民們帶來了巨大的影響，除了他們的生計之外，他們的收入來源也受到了極大的影響。特別是對於那些主要依靠農業為生的村民，他們的農作物幾乎有90%已經被水災毀壞了。

HIGHLIGHTS 摘要

Spreading love to Manila, Philippines

Seven volunteers from GHCA volunteered their time in Manila, Philippines at three charity functions. At Smokey Mountain, Tondo, food, crafts, and painting activities were given to 200 children there. At Baseco, dried food supplies were distributed to 150 poor families. With the sudden eruption of Taal Volcano, a crowdfunding was done, raising RM15,000.00 in an hour, with the volunteers buying daily necessities and dried food and delivering them to 3 evacuation centres.

遇塔阿爾火山爆發展開賑災活動

馬來西亞耕心慈善協會於日前前往菲律賓的首都馬尼拉舉辦一連三場的慈善活動。活動期間也遇上塔阿爾火山爆發，當時立即展開賑災活動之旅。第一場的活動位於馬尼拉的垃圾山裡，TONDO，菲律賓馬尼拉市西北部的市轄區。當天義工們除了派送食物，還和將近200位孩童一起共舞，教他們做手工及一起繪畫。第二場活動是到馬尼拉碼頭的一個貧困區派送乾糧予150個貧窮家庭。團隊於活動期間巧遇塔爾火山的突然噴發，緊急進行了一次眾籌，在一小時內籌集到RM15,000.00為3個疏散中心的災民購買生活必需品和乾糧。

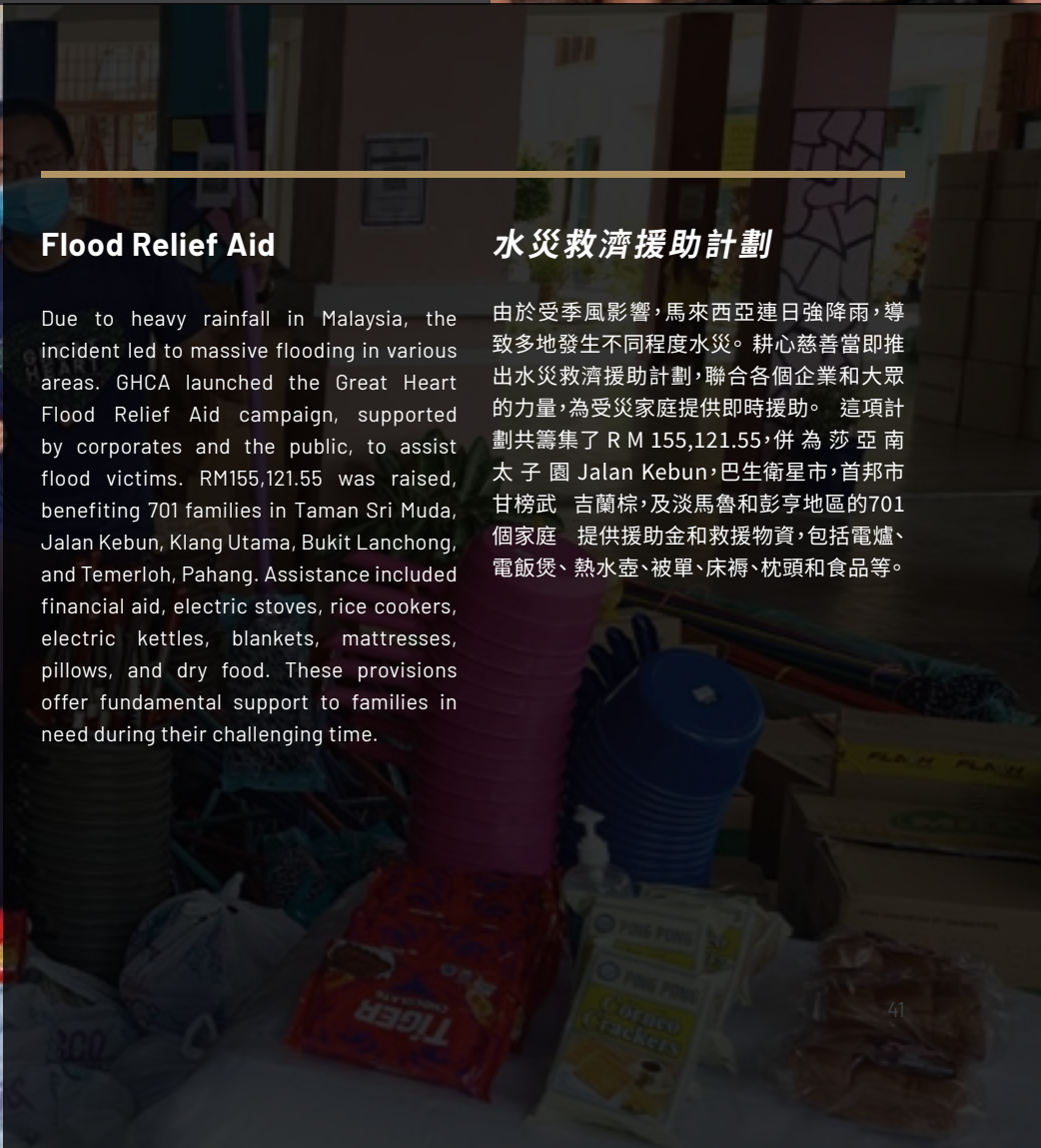


Flood Relief Aid

Due to heavy rainfall in Malaysia, the incident led to massive flooding in various areas. GHCA launched the Great Heart Flood Relief Aid campaign, supported by corporates and the public, to assist flood victims. RM155,121.55 was raised, benefiting 701 families in Taman Sri Muda, Jalan Kebun, Klang Utama, Bukit Lanchong, and Temerloh, Pahang. Assistance included financial aid, electric stoves, rice cookers, electric kettles, blankets, mattresses, pillows, and dry food. These provisions offer fundamental support to families in need during their challenging time.

水災救濟援助計劃

由於受季風影響，馬來西亞連日強降雨，導致多地發生不同程度水災。耕心慈善當即推出水災救濟援助計劃，聯合各個企業和大眾的力量，為受災家庭提供即時援助。這項計劃共籌集了RM155,121.55，併為沙亞南太子園Jalan Kebun，巴生衛星市，首邦市甘榜武吉蘭棕，及淡馬魯和彭亨地區的701個家庭提供援助金和救援物資，包括電爐、電飯煲、熱水壺、被單、床褥、枕頭和食品等。





f) Shopping Buddy Program (by GVCA)

A program that aims to reduce the household burden and improve the livelihood of the selected B40 families. 10 to 20 underprivileged families from various People's Housing Project (PPR) are invited for a groceries shopping session with volunteers acting as their shopping buddy.

Collaborating partner: PPR Residence Association

Assistance: RM200 groceries voucher.

Location: PPR in Selangor & Kuala Lumpur.

f) 陪購計劃（宏願慈善協會）

計劃旨在減輕所選B40家庭的家庭負擔並改善生活水平的計劃。 10至20個來自人民組屋 (PPR) 的家庭將進行審查並參與的日常用品購物會。該計劃旨在減輕家庭負擔，並改善所選B40家庭的生計。

合作單位： 人民組屋居民協會

援助： RM200.00物資禮券

地點： 雪蘭莪及吉隆坡人民組屋

CASE HIGHLIGHTS 個案摘要

Mautip Rika is a disabled father of 3 who works as a masseur. He has lost his income during the Movement Control Order and became dependent on subsidies provided by Jabatan Kebajikan Masyarakat (JKM).

"One day, we have run out of rice. At that time, the subsidies from JKJ has not been disbursed. I am very worried and feel sorry for my children. I had to buy 2kg of rice at the grocer with the remaining of all I have. Fortunately, a representative from Great Vision Charity contacted me and provided me with the groceries aid. I feel very relieved because of the help from Great Vision Charity which arrived just in time when I needed help", said Mautip.

身為一名殘疾按摩師的Mautip Rika育有3名子女。他於行動管制令期間不幸失去收入，僅能依靠福利部的津貼維持生活。

Mautip 表示，“有一天，我們家中已無米可食。當時，福利部的津貼還沒發放。我很擔心，也對我的子女深感抱歉。我只能用僅剩的儲蓄購買兩公斤的米。所幸一名宏願慈善的代表聯繫了我，為我們的家庭提供物資。我覺得很慶幸，因為宏願慈善即時在我需要幫助的時候對我伸出援手。”



Mautip Rika
44 years old (44 歲)

g) Orang Asli Empowerment Project

A project that targets to equip Orang Asli communities with better capability, quality of life, and livelihood, this project provides livelihood, facilities, and ad hoc assistance to the Orang Asli communities.

Assistance: Livelihood Assistance, Basic Facilities, Groceries & Other Needs.

Location: Selangor, Pahang & Perak.

Duration: Ad-Hoc Basis

g) 原住民援助計劃

這項計劃致力為原住民社區提供更好的生活品質和生計，同時協助提升他們的能力。這計劃所提供的援助包括建設基本設施以及提供必需品和特定的援助。

援助： 生計援助、基本設施、日常用品及其它需求

地點： 雪蘭莪、彭亨和霹靂

為期： 如有所需



HIGHLIGHTS 摘要

Farming Aid to Villages in Pahang

GHCA has played a significant role in uplifting Orang Asli villages by establishing a Community Farm. We provided fruit saplings, fertilisers, and sponsored the cost of water wells construction to ensure a reliable irrigation system and smooth operations for the villagers.

Additionally, tonnes of fertilisers were supplied for the farms, while new water wells were constructed to improve water access. This program aims to enhance the livelihoods, foster self-sustainability, and increase income opportunities of the local villagers. The villages that have benefitted from the project include Kampung Jermeri, Kampung Petoh, Kampung Patah Jelutong, and Kampung Jong.

為彭亨州村莊提供農業援助

耕心慈善一直在致力於建立社區農場來改善原住民村莊的社區生活情況。我們為受益的村莊，包括Kampung Jermeri, Kampung Petoh、Kampung Patah Jelutong和Kampung Jong，提供了水果樹苗、肥料，用於製作肥料的堆肥機，並設立了水井和儲水箱，確保灌溉系統的運作順暢和可靠性。

此外，我們還向現有農場提供了大量的肥料，並追加安裝了新的水井，以改善水源供應。這個計劃旨在提升原住民的生活質量，促進自給自足，並提供增加收入機會。



h) Rental Support

Provide rental support to underprivileged families as temporary financial ease, while looking for ways to improve their financial condition.

Assistance: RM250-400 subsidies on rental fees.

Location: Kuala Lumpur, Selangor & Malacca.

Duration: Usually 3-6 months.

h) 租金援助

為貧困家庭提供租金津貼，作為暫時的財務緩解。同時尋找改善其財務狀況的方案，以減輕他們家庭的經濟狀況。

援助： RM250-RM400 租金津貼

地點： 吉隆坡，雪蘭莪和馬六甲

為期： 大約 3至6 個月

CASE HIGHLIGHTS 個案摘要

Lim, a monk residing in an apartment with friends, previously supported himself through collecting and selling recyclables. However, he was diagnosed with bilateral right knee osteoarthritis. GHCA stepped in, aiding him with knee gel replacement surgery and offering monthly rental assistance of RM300.00. Later, Lim moved to a Nursing Home in Melaka, serving as a caretaker while receiving a monthly allowance of RM300.00, as well as meals and shelter. Additionally, his JKM monthly aid of RM300.00 was also approved.

Lim 是一名僧侶，他和朋友在公寓裡租了一個房間。他曾經以收集並出售可回收物為生。他患有雙側右膝骨關節炎，在耕心慈善的援助下，他接受了膝關節凝膠置換手術，並獲得每月RM300.00的租金援助。後來，他搬到馬六甲的一家敬老院，同時在院裡擔任看護工作，每月領取 RM300.00 的津貼，以及膳食和住所。此外，他的JKM每月RM300.00的援助也獲得批准。



Lim Jit Chain
63 years old (63 歲)

Volunteer's reflection

"Lim is someone that I look up to. Despite his advanced age, he told us that he had applied for 50 jobs, wanting to work as a bus driver, cleaner and so on. Even when he faced rejection, he did not stop there. He is willing to do any job that is offered to him to gain financial independence. We are really proud of him for achieving his goal!"



- Syahirah

志願者的感言

Mr Lim 是我敬仰的人。儘管他年事已高，但他告訴我們他曾經申請了 50 份工作，想當巴士司機、清潔工，等等。即使面對拒絕，他也沒有就此止步。他願意做任何自己能力範圍的工作，以獲得經濟獨立。我們真心為他實現了自身目標而感到自豪！

- Syahirah

i) Dilapidated Home Restoration

Help to restore homes of underprivileged individuals who are unable to take care of themselves by restoring a clean living environment and removing unwanted items. Sometimes, our team also help with repainting and equipping the basic needs of the home.

Assistance: Restore dilapidated house, equip with new furniture, etc.

Location: Kuala Lumpur, Selangor & Malacca.

Duration: One-off assistance.

i) 修復住家環境

協助無法自理的弱勢群體修復住家環境，移除不需要的物品並恢復一個整潔的生活環境。如有需要時，團隊也將協助粉刷及為家中添加基本需求

援助：修復房子和配備新傢俱等

地點：吉隆坡，雪蘭莪和馬六甲

為期：一次性援助



HIGHLIGHTS 摘要

Lone Elderly Hopes for a Comfortable Home

76-year-old Chieng Hoe lives alone in a dilapidated house on a small hill. Due to the lack of maintenance for a long time, the house has long been badly infested by termites. Monkeys from the hill have been sneaking into the house from the opening of the eave for numerous times. Picking up recyclable items from the market is the daily routine of Chieng Hoe. These items, which were considered as an earning to Chieng Hoe, were then hoarded in various places in the house, adding more mess to the house and indirectly created a breeding ground for mosquitoes. Due to the mess and foul smell in the house, Chieng Hoe has been sleeping on a wooden bench outside her house. Considering the cleanliness issue of her living environment, GHCA helped gather volunteers to clear up the hoardings in the house and then provided her with daily supplies and necessary items.

獨居婆婆盼舒適家園

76歲的鄭好獨居在小山坡的一所破舊不堪的祖屋內。由於長期缺乏維修，屋子早已慘遭白蟻蛀蝕，岌岌可危。此外，山後的猴子多次從屋簷的通風口潛入屋內搗蛋。到市集裡撿物品是鄭婆婆每日的活動。這些被視為可售的物品隨後被囤積在屋內外的各個角落，為屋子添加多一番凌亂，也間接成為了蚊蟲的溫床。由於屋裡過於雜亂和含有異味，婆婆夜裡選擇在家外的木凳就寢，看了讓人心酸。考量了環境衛生的狀況，耕心慈善召集了義工一同說明鄭婆婆清除屋內囤積的物品和打掃家園，好讓家園恢復昔日的整潔。隨後，耕心慈善也為婆婆送上日常用品和必須品。

j) Business Support & Start-up

Provide assistance to individuals who have life skills such as cooking and sewing, or individuals who are interested to start a small business. Guidance and monitoring will be conducted for several months to ensure the sustainability of the business and his/her financial planning. This assistance aims to support underprivileged individuals or families to be self-sustained.

Assistance: The purchase of necessary items/ ingredients to start-up the business (RM150-RM600).

Duration: 3-6 months.

j) 創業援助

這項計劃為有一技之長(如:煮食,縫紉等)或有興趣經營小生意的貧困人士提供資金援助。在援助期間,團隊會給予指導和監督,以確保業務的可持續性及其財務規劃。這項計劃希望能促進貧困人士或家庭自力更生。

援助: 購買創業所需的物品 / 原料 (RM150.00 - RM600.00).

為期: 3至6個月

CASE HIGHLIGHTS 個案摘要



Nasi Lemak Stall

Balasubramaniam and his Indonesian wife operate a roadside Nasi Lemak stall for a living. Unfortunately, they were forced to halt their business operations due to the Covid-19 pandemic, causing their livelihood to be in jeopardy. As they struggled to resume business post Covid-19, GHCA extended assistance to provide them with an RM400.00 monthly jumpstart subsidy to help them reestablish their venture. The couple persevered and slowly grew back their business operations while receiving ongoing support from GHCA.

Over time, their income has stabilised at approximately RM2,000.00 per month, enabling Mr Bala to no longer require our assistance and further able to put aside RM500.00 monthly as his family's savings. This significant progress augurs well for his family's future financially and shows that with hardwork and determination, even in times of adversity, we could craft our desired future.

椰漿飯檔口

Balasubramaniam和他的印度尼西亞妻子以經營路邊椰漿飯攤為生。然而,由於COVID-19疫情的緣故,他們被迫停止營業。疫情之後,耕心慈善協會提供了RM400.00的補貼來幫助他們重啟業務。直到2022年2月,Balasubramaniam和他的妻子每月的淨利潤至少為RM1500.00,耕心慈善協會繼續支持他們直到2022年4月。

隨著時間的推移,他們的收入已增加至每月約RM2000.00左右,- Balasubramaniam還能夠額外存下RM500.00作為家庭的月度儲蓄。此後,Balasubramaniam和他的妻子已經能夠改善他們自身的財務狀況並擁有穩定的收入。



Burger Stall

Amisah and her husband, both deaf and mute, supported their family and four children by operating a burger stall with GHCA's assistance, earning around RM1,500.00 monthly. Tragically, her husband's death from a car accident during her pregnancy plunged her into sorrow. Despite the challenges to single-motherhood and disruptions to her stall operation caused by the pandemic, Amisah persevered, and resumed her burger business. GHCA took comfort in witnessing her independence and unwavering positivity despite her husband's departure. We are glad that her burger stall business operation has stabilised, and she is now able to take care of her family without needing our support.

漢堡檔口

Amisah與丈夫皆為聾啞人,借助耕心慈善協會的協助,透過經營漢堡攤位來維持其家庭與四名子女的生計,月收約RM1,500.00。然而令人遺憾的是,在懷孕期間,丈夫因一場車禍不幸去世,使她深陷悲傷之中。儘管面臨單親母親身份帶來的重重挑戰,以及受疫情影響所帶來的攤位運營中斷,Amisah仍堅忍不拔,恢復了她的漢堡生意。

耕心慈善協會對於目睹她在丈夫離世後仍保持獨立和堅定的積極態度感到欣慰。如今她的漢堡攤位生意已經穩定下來,並且她能夠照顧好家人,不再需要耕心慈善協會的支持而感到高興。

k) Ad Hoc Assistance

GHCA provides ad hoc emergency assistance up to RM5,000.00 per case according to their needs.

Collaborating Partner: NGO, Jabatan Kerja Sosial Perubatan, etc

Assistance: Subsidies on operation fees, equipment, tools (sewing machine, oven), necessities (spectacles, prosthetic leg) or other ad hoc needs.

k) 特別援助

耕心慈善協會也提供特別緊急援助，高達RM5,000.00，將根據各別情況而定。

合作單位：非政府組織，醫務社工福利部等

援助：手術費、設備、工具（縫紉機、烤箱）、必需品（眼鏡、假腿）或其它特殊需求

CASE HIGHLIGHTS 個案摘要

Karuppiah resides in a small house with his wife. He faces financial strain as his four married children were unable to support him financially. Despite his old age, he works as a security guard, earning RM40.00 per day. To make matters worse, he was diagnosed with a heart condition which requires an angioplasty procedure to unclog his heart arteries urgently, as any delay may endanger his life. GHCA steps in to provide him with an RM3,500.00 subsidy for the operation, while the hospital's welfare department and Karuppiah's family covers the remaining fees. Post-surgery, Karuppiah's health has greatly improved.

Karuppiah 和他 72 歲的妻子住在一個小房子里。他有四個已婚子女，但都無法在經濟上支援他。儘管年事已高，他仍然兼職做保安，每天賺取 RM40.00 的伙食費。他被告知需要進行緊急血管成形術以疏通心臟中的動脈。再延遲下去可能會危及生命。眼見事態緊迫，耕心慈善協會立即批准一次性補貼 RM3,500.00，其餘款項由醫院福利部門和 Karuppiah 的家人支付。手術進行的很順利，Karuppiah 的健康情況在手術后得到了改善。



Karuppiah A/L Suppiah
82 years old (82 歲)

Volunteer's reflection

"Karuppiah is the oldest person I know who continues to work. I visited him prior to his surgery to provide mental and emotional support, and I am grateful to GHCA for providing me with the opportunity to do the noble work of serving the poor and the sick."



- Kew Wai De

志願者的感言

Karuppiah 是我認識的長輩里年紀最年長尚在工作之人。我在他做手術前拜訪了他，為他提供精神和情感上的支援。感謝 GHCA 讓我有機會為貧困者和病人提供這崇高的服務。

- Kew Wai De



l) Skill Workshops & Activities

Activities and workshops are being conducted at GHCC every month that covers vast range of area such as yoga, singing, and baking. We welcome participation from underprivileged communities and the public. While most of the activities were suspended during the pandemic, some activities, where possible, were moved online.

Assistance: Community classes.

Location: Great Heart Community Centre (Klang).

Duration: Monthly



l) 技能工作坊和活動

GHCC 每月會舉辦活動和工作坊，當中涵蓋了瑜伽，歌唱和烘焙等廣泛領域。弱勢群體或社會大眾都歡迎參與活動。雖然多項活動與工作坊在疫情期間暫時無法複課，但是部分活動已轉換為線上授課。

援助：社區課程或活動

地點：巴生社區服務中心

為期：月份性

3

Education 教育



This pillar consists of initiatives to improve skills and encourage learning among students, and to provide in-kind education support to underprivileged communities or schools.

這項援助旨在提升學生的技能和學習興趣，並向貧困群體及學校捐獻教育物資或其它有關援助。



a) School Facilities & Supplies

Very often, children from underprivileged communities do not attend school because they are unable to keep up with the learning process or due to lack of school facilities and supplies. Through this assistance, we build learning centres for underprivileged communities & equip it with teaching and education materials such as white board, tables, and chairs, to create a conducive learning environment and improve the learning interest among the marginalised children. This assistance requires involvement of the communities in the construction to ensure their need and desire in obtaining the assistance.

Assistance: Build learning centres and equip children with teaching and educational materials

Location: Pahang, Perak, Selangor and overseas

Duration: One-off Assistance

a) 教育设施和用品

大多數來自貧困家庭的小孩選擇不上學是因為他們無法跟上其他孩子的學習進度或由於缺乏適當的學校設施和用品。這項援助為弱勢群體建設教育中心，並附送白板、桌子和椅子等教學用品和書籍，希望能製造一個舒適的學習環境，並提高原住民兒童對學習的興趣。這項援助需要居民一同參與建設活動，以確保他們獲得援助的需求及意願。

援助：建設學習中心和提供教學用品（白板，桌椅，複習本等）

地點：彭亨，霹靂和雪蘭莪和海外

為期：一次性援助



HIGHLIGHTS 摘要



Refurbish Baset Primary School, Cambodia

18 volunteers from Great Heart Charity Cambodia Chapter organised a charity distribution event at Baset Primary School to distribute books and stationaries to 367 underprivileged students. The volunteers also helped to refurbish the school compound including repainting work, fence building, repairing work and gardening. It is hoped that the underprivileged students will have a more conducive learning environment through this charity project.



維修柬埔寨巴塞特小學

耕心慈善柬埔寨分會的 18 名志願者在巴塞特小學組織了一場慈善佈施活動，向 367 名貧困學生分發了書籍和文具。該活動也為學校進行了簡單的維修，包括重新粉刷工作、建造圍欄、維修工作和園藝。希望能讓貧困學生有更舒適的學習環境。



b) Tuition Fees

Subsidising tuition fees for children from underprivileged families as temporary financial ease, while looking for ways to improve their financial condition.

Assistance: RM100.00 - RM300.00 subsidies on tuition fees.

Duration: 3-6 months.

b) 補習津貼

資助貧困家庭孩童的補習津貼作為暫時的經濟緩解，同時尋找改善他們經濟狀況的方案。

援助: RM100.00 - RM300.00 的補習津貼
為期: 3至6 個月

HIGHLIGHTS摘要

Despite facing life's challenges, Lim Hui Ying and Lim Hui Qing persevered and excelled in their Sijil Pelajaran Malaysia (SPM) exams. GHCA's assistance to cover their tuition fees enabled them to improve their education performance, thus supporting their journey along the way. Feeling proud of both her daughter's achievements, their mother expressed her heartfelt gratitude to Great Heart Charity and thanked us for standing by her family during their tough times.

儘管面對許多挑戰，但這並不影響Lim Hui Ying 和Lim Hui Qing 在馬來西亞教育文憑考試中的表現，並雙雙榮獲佳績。耕心慈善早前每個月為這對姐妹提供補習津貼以應付考試。姐妹倆的母親表示，很滿意她們的成績，也十分感激耕心慈善在困難時期給予他們的支援。



c) 希望閱讀計劃

發起於2014年，這項計劃為貧困學生提供閱讀書籍和培養閱讀興趣的機會。

合作單位: 星洲日報，學生團隊，企業

援助: 提供教育講座，教育性遊戲和教育用品
(例如字典，參考書等)

c) Hope Reading Program

Initiated in 2014, this program aims to provide underprivileged students with curriculum reading materials and opportunities to develop their reading interests.

Collaborating Partner: Sin Chew Daily, Student Club & Corporate

Assistance: Provide educational talks, games, and supplies (E.g.: Dictionary, Revision Books, etc).





d) 返回校園計劃

這項計劃通過為兒童提供校服、文具和書包等學慣用品，以減輕貧困家庭和兒童之家的經濟負擔。

合作單位：學慣用品轉銷商等

援助：提供校服、文具和書包等學慣用品

地點：吉隆坡、雪蘭莪、馬六甲和霹靂

為期：每年一次

d) Back to School

A community project that aims to reduce the financial burden of underprivileged families and children's homes by providing the children with school supplies such as school uniform, stationary set, and bags.

Collaborating Partner: Volunteers or educators.

Location: Great Heart Community Centre
(Klang & Malacca)



e) Classes for the Children

Tutoring class at Great Heart Community Centre for underprivileged children to ensure that they could achieve at least a minimum proficiency level in studies. Classes include computer and language classes.

Collaborating Partner: Volunteers or educators.

Location: Great Heart Community Centre
(Klang & Malacca)

e) 耕心學堂

在耕心社區服務中心為弱勢兒童提供的補習班，以確保他們能夠達到最低的閱讀水平。目前的補習班有電腦課及語文班。

合作單位：義工和教育者

地點：耕心社區服務中心（巴生和馬六甲）



Volunteer Reflection

I have volunteered at GHCC for over two years, teaching English and Malay language every Saturday. The experience exposed me to subjects outside my daily life, such as working with young children and the challenges faced by the marginalised. Teaching here contributes to solving organisational challenges at schools by tailoring lessons to each child's level rather than their grade. Ensuring a sync between what was taught and what the children understand is crucial for their improvement. Volunteering has enriched my life, and I hope it has the same positive impact on the children that I taught.

- Tan Poh Ying

志願者的感言

我在耕心社區服務中心服務超過兩年時間，每個星期六負責教授英語和馬來語。這使我接觸到了日常生活之外的領域，比如與年幼的孩子合作以及邊緣化群體所面臨的挑戰。在這裡教學有助於解決學校的組織挑戰，通過根據每個孩子的水平而不是年級來量身定制課程。確保所教內容與他們的理解保持同步對於他們的進步至關重要。志願服務豐富了我的生活，我希望對我所教的孩子們也能產生同樣積極的影響。

- Tan Poh Ying



f) 《關愛你，關愛我》教育計劃 (宏願慈善協會)

這項計劃的合作對象是教育機構的學生和團體，主要透過講座和分享會，並提供指導和資金，以激勵學生主動籌劃社區專案。

合作單位：大學，學院，學生俱樂部或社團

援助：指導慈善專案和提供資金

f) You & Me Educational Program (by GVCA)

Actively collaborate with students from various societies in schools and universities for community projects to conduct talks and knowledge sharing sessions for the students so that these students will then take the initiative to organise community projects with Great Heart acting as partner that supports them with guidance and funding.

Collaborating Partner: Universities, Colleges, Student Clubs and Societies

Assistance: Funding & guidance in project planning & execution



Feedback From OUW Malaysia KDU University

Collaborating with Great Heart Charity has been a game-changer for our student-led charity project. From start to finish, the team from Great Heart provided us with all the guidance that we needed and even furnished us with a fundraising platform to help us reach our goal. We highly recommend Great Heart Charity for anyone looking to make a positive impact in the community.

- Jasmin Lisa, President of Gracious Giving.

學生團體的感言 - OUW Malaysia KDU University

與耕心慈善的合作對我們學生領導的慈善項目來說是一個非常重要的機會。從開始到結束，他們為我們提供了所需的指導，甚至為我們提供了一個籌款平台，幫助我們實現我們的目標。我們強烈推薦耕心慈善給任何希望在他的社區產生積極影響的人。

- Jasmin Lisa, Gracious Giving主席



g) Didik-Kasih EduCare Program (by GVCA)

Provides start-up assistance and a monthly allowance to those from disadvantaged backgrounds to further their tertiary studies, and inspiring successful applicants to give back to society.

Duration: 12 Months

g) 關懷教育助學計劃 (宏願慈善協會)

這是一項教育援助金，開放於欲接受高等教育的貧民子弟申請。符合資格的學生將在首個月獲得RM1,500.00的援助金購買升學必需品，以及每個月RM250.00的生活津貼。這項計劃同時也鼓勵成功申請的學生通過慈善活動回饋社會。

為期: 12個月

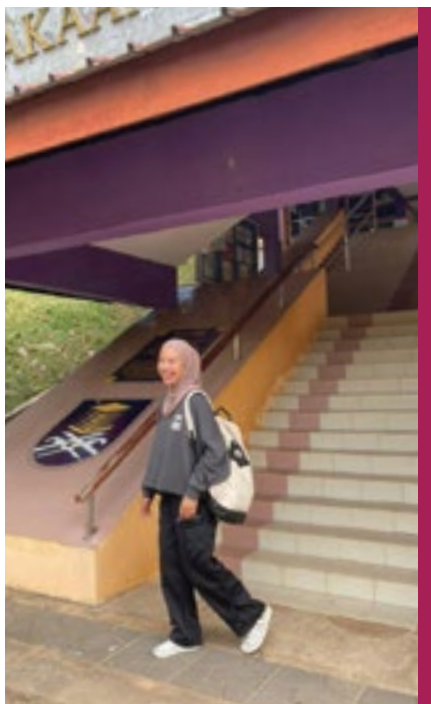
CASE HIGHLIGHTS 個案摘要

"I am so thankful for the monthly allowance given to me. I utilise my monthly allowance to buy my lunch and dinner. Sometimes, I use it to buy my learning equipment such as A4 paper, pen, liquid paper and others."

- **Phaizal, Degree in Human Development (UPM)**

我非常感恩每個月能夠獲得生活津貼。我善用這些津貼來購買午餐和晚餐。偶爾，我也會購買學慣用品，比如：A4紙、筆和塗改液等。

- **Phaizal, 人類發展學士學位 (博大)**



As a Didik-Kasih Educare study aid recipient, I want to express my heartfelt gratitude for the invaluable support that I've received throughout my university journey. The study aid provided by Didik-Kasih has been a true blessing in my life. The monthly stipend, designated to cover my expenses for food and essential study materials, eased the financial burden that often looms over students. This assistance allowed me to focus on my studies with peace of mind, knowing that I had the support I needed. It's not an exaggeration to say that without Didik-Kasih's help, completing my degree would have been an immensely challenging task. With their support, I not only graduated but also gained the confidence and determination to face the world beyond university. Didik-Kasih made a significant impact on my life, and I will forever be grateful for the opportunities they've provided.

- **Ashreen Natasha Binti Mohd Nasir, Bachelor Degree in Finance**

作為一個受益於關懷教育助學計劃的學生受惠者，我要真誠地表達我對他們在我大學生涯中所提供的無私支持的感激之情。關懷教育助學計畫的援助對我來說猶如一份珍貴的恩賜。每個月的生活津貼，幫助我支付食物和必要的學習材料費用，不僅減輕了我身為學生的經濟負擔，還讓我能夠專注於學業，安心地知道有人在背後默默支持著我。如果沒有關懷教育助學計畫的幫助，完成學業將是一項巨大的挑戰。有了他們的支持，我不僅成功畢業，也收穫了直面大學畢業後的世界所需的自信與勇氣。關懷教育助學計劃在我的生活中產生了深遠的影響，我將永遠感激他們提供的這個寶貴機會。

- **Ashreen Natasha, 金融系學士學位 -瑪拉工艺大学**

4 Environment 環境



a) Mini Earth Warriors Project (by EWA)

This is a project where a few groups of volunteers gather to conduct 1-hour monthly clean-up activities at public areas around the Klang Valley to maintain the beautiful image of the city.

Addressing SDG Target 11.6 to reduce the adverse per capita environmental impact of cities by paying special attention to waste management and SDG Target 12.5 to substantially reduce waste generation through prevention, reduction, recycling and reuse, this project aims to reduce the trash pollution at public areas and beaches and raise public awareness through hands-on clean-up activities and education to protect the coastal and ocean ecosystem.

Collaborating Partner: Association, clubs, societies, local community, NGOs, etc.

Location: Klang Valley & Malacca

Duration: Once a month per location.

a) 小型地球戰士計劃 (地球戰士協會)

義工團隊每一個月在不同的公共場地舉辦一小時的清潔活動以維護環境的清潔與衛生。小型地球戰士活動是一項一小時的清潔活動。團隊每個月都定期在雪蘭莪一帶舉辦數場小型清潔活動，活動場地都屬於公共場地，包括公園、商區街道等，目的是希望可以鼓勵大眾一起參與撿垃圾，也希望能改善大眾隨手扔垃圾的習慣。

合作單位： 協會、俱樂部、社團、當地居民、非政府組織等

地點： 巴生谷和馬六甲

為期： 每個地點每月一次

b) Earth Warriors Day (by EWA)

A biennial mass street clean-up project that mobilises the help from local and overseas communities, to advocate for a cleaner living environment.

Collaborating partner: Local Council, Association, Clubs & Societies, NGO, Voluntary Bodies, Public.

Location: Malaysia, Cambodia, Myanmar, Indonesia, Australia, New Zealand & Tunisia.

Duration: 1-hour on the event day.

b) 地球戰士日 (地球戰士協會)

這一項計劃於每年九月份召喚各個本地以及海外的社區團體同步進行一個小時的大規模清潔活動，以提倡環境衛生的重要性。

合作單位：地方政府、協會、社團、非政府組織、志願機構和公眾

地點：馬來西亞、柬埔寨、緬甸、印尼、澳大利亞、紐西蘭和突尼西亞

為期：活動當天1小時

HIGHLIGHTS 摘要



Earth Warriors Day 2022 Spurs Action with 3.6 Tonnes of Trash Cleared

After a 3-years pause due to COVID-19, Earth Warriors Day returned in 2022 with 70 teams from Malaysia, Taiwan, Thailand, and Indonesia, gathering 2,938 participants who collected 3,633.24 kg of waste, including recyclables and marine debris at residential areas, parks, beaches, ocean, streets, and commercial districts.

In addition, our team introduced an element of recycling education by conducting workshops with children from kindergartens, teaching them about recyclable and non-recyclable items and our partners cleaned up a coastal area in Sabah, removing 90 kg of marine debris. In addition, we introduced a Handbook for "Organise Your Own" to make it easier for the public to sign up and follow clearer guidelines to conduct this very own cleanup session.

Earth Warriors Day 2022 underlines our commitment to a cleaner environment and encourages sustainable practices and inspire individuals to become active guardians of the environment.

2022年地球勇士日：匯聚3.6噸垃圾

在因COVID-19停頓了3年後，2022年地球戰士日再次回歸。此項活動成功號召70支義工隊伍來自馬來西亞、台灣、泰國和印度尼西亞的，共匯集了2,938名參與者共同開展清街活動，涵蓋了居民區、公園、海灘、大海、街道以及商業區。這項活動一共撿起了共計3,633.24公斤的垃圾，其中包括可回收物品和海洋廢棄物等。

除了基本的清街活動外，2022地球戰士日為幼兒園的小朋友們舉辦了有關回收的教育工作坊，教導他們如何辨別可回收和不可回收的物品。與此同時，我們的合作夥伴還在沙巴地區進行了海岸清理行動，成功清除了90公斤的海洋廢棄物。除此之外，我們還在這次活動中推出了“自行組織手冊”，以便公眾更輕鬆地報名參與，遵循更明確的指南。

2022年地球戰士日不僅突顯了本協會對環境整潔的堅定承諾，更鼓勵可持續的實踐並激勵個人成為積極的環境守護者。

c) Mangrove Rehabilitation & Clean-up Project

This project aims to rehabilitate mangrove saplings and raise public awareness on mangrove forest destruction due to any man-made or natural causes. Trashes trapped underneath the mudflats by the mangrove root system have been endangering marine lives. This project also aims to clean-up the affected sites and along the shore. Sites will be selected from reserved forest or supervised locations under local councils to ensure the survival rate of the saplings.

Collaborating Partner: Jabatan Perhutanan & NGO.

c) 清理及修復紅樹林計劃

這項計劃為遭受破壞的紅樹林地地區種植樹苗，以還原其造陸的功能。馬來西亞紅樹林惡化和污染的情況，其因素可是人為和天然原因。此外，被紅樹林根困於泥灘下的海洋垃圾不斷地在危及海洋生物。在種植樹苗的同時，這項計劃也會清理紅樹林地帶及沿海岸上的垃圾，以改善垃圾污染的情況。透過親身的體驗，這項計畫希望能提高大眾對保護紅樹林的意識。活動的地點將從受保護森林或地方政府監管的地區中挑選，以確保樹苗的成活率。

合作單位：森林局和非營利組織



5

Partnerships 合夥關係



a) Covid-19 Response & Relief Aid

Established to extend services to underprivileged families, dialysis patients, hospitals, and members of the community during the Covid-19 pandemic.

Collaborating partner: GVCA, GXT, EWA, Persatuan Phor Thor Kota Kemuning & The Page.

Location: Malaysia.

Duration: By project basis.

a) 新冠肺炎應對救濟2021

這項計劃在新冠疫情期间向貧困家庭、洗腎病患者、醫療機構和社會大眾提供不同類型的援助。

合作單位: GVCA, GXT, EWA, 哥打哥文寧中元普渡盛會和The Page 商頁。

地點: 馬來西亞

為期: 依據專案而定

ASSISTANCE 援助

GREAT HEART
Great Heart Foundation 大愛基金會

FAMILY CARE SUPPORT INITIATIVES

貧困家庭支援

GHCA shows support and concern for individuals or families who need assistance during the pandemic and economic uncertainties. GHCA provides eligible applicants from B40 families with financial aid or in-kind donation to ease their burden.
 大愛基金會時在新冠疫情期间有需要援助的人或家庭表示支持與關愛。我們將為符合條件的貧困家庭 (B40) 及經濟困難提供經濟援助或實物捐贈。

Scan to donate Scan to Apply

In Joint Efforts 合作單位:
 GREAT HEART GREAT VISION
 耕心堂 恆毅
 EARTH WARRIORS THE PAGE

Inquiries 查詢: Mon-Fri 9:00AM - 5:00PM 017 864 8993 / 032 276 2390
 For more information, please visit our website at <https://ghf.org.my/>

i. Family Care Support Initiatives

The Covid-19 pandemic has affected everyone's lives, especially those with minimal savings to depend on, dialysis patients, informal workers who have inadequate social safety nets, and those who lost their jobs or experienced pay cuts due to the restriction orders that are in place. Initiated in 2020, this initiative is set up to ensure those affected can continue their livelihood during this desperate time. Several assistances were provided to B40 families including, amongst other, a one-off RM200 monetary aid, monthly assistance and groceries support.

i. 貧困家庭支援

新冠疫情影響了每個人的生活，尤其是那些儲蓄很少、洗腎、沒有穩定收入以及因實施限制令而失業或減薪的人士。發起於 2020 年，這項計劃向 貧困家庭提供了多項援助，當中包括一次性 RM200 的援助金、長期性援助和日常用品的援助，希望能夠協助受影響的人士在這個艱難時期繼續維持生計。



ii. Medical Equipment Donation Project

Due to the shortages in various medical equipment at government hospitals with the high influx of Covid-19 patients, the situation has overwhelmed healthcare workers at the hospitals, struggling to keep the Covid-19 patients alive amid these shortages. This project aims to reduce the burden of the hospitals in dealing with the pandemic by contributing medical equipment to selected governmental hospitals based on their needs.

ii. 醫療器材捐助計劃

由於新冠肺炎嚴重暴發，確診人數連續上升，醫院的床位暴滿之餘，醫療系統瀕臨崩潰，氧氣筒以及一些醫療器材更是供不應求。該項計劃根據政府醫療機構當下的需求，提供所需的醫療器材，以減輕醫院應對疫情所帶來的負擔。

iii. Community Disinfection Project

This project support various community disinfection teams with disinfection supplies, equipment, or monetary aid as a community initiative to combat Covid-19. A community team has been initiated in Kota Kemuning, Shah Alam, to execute disinfection measures for Covid-19 hit premises, including residential areas, shop lots, and community areas as a critical approach to protect our community.

iii. 社區消毒服務

這項援助為社區義務消毒團隊提供消毒用品、設備或資金支援。團隊也在哥打哥文寧地區成立了一支消毒團隊，為新冠病毒確診的場所提供免費消毒服務，包括了住家、商店和一些公共場所，以幫助遏制病毒在社區的傳播。這項援助希望能夠為受影響的人士，家庭或者生意僱主減少負擔，以及為我們的社區出一份力，一同保護社區的安全。





Condolence Aid Project

耕心喪葬慰問金

Losing loved ones could become a huge financial burden, with the cost of funeral services, or, in the worst-case scenario, the loss of breadwinner income for B40 families during the pandemic. We support eligible B40 applicants who have experienced a loss of a family member with a one-off RM500 condolence aid.

對於B40 家庭來說，失去親人意味著沉重的喪葬費用，或者也同時失去家庭的經濟來源。這項計劃為失去親人的B40 馬來西亞公民提供一次性RM500的慰問金。

To donate 贊助者:



To request for aid 申請者:



Inquiries 查詢:

Mon - Fri 9am - 5pm

012-383 6339 / 017-969 9688

Initiative under

<https://bit.ly/CRR-2021>

In Joint Efforts:



iv. Condolence Aid Project

Losing loved ones could become a huge financial burden due to the cost of funeral services, or, in the worst-case scenario, the loss of breadwinner income for B40 families during the pandemic. This project provides the spouse, children, or next of kin with RM500 condolence money as financial support for the family members of the departed.

iv. 耕心喪葬慰問金援助

對於B40家庭來說，失去親人意味著沉重的喪葬費用，或者也同時失去家庭的經濟支柱。為了減輕於疫情期間對喪葬費的負擔，這項援助為失去親人的B40家庭提供一次性RM500 的慰問金，以示支援和關懷。



b) 保誠計劃 (宏願慈善協會)

由Prudence Foundation和Yayasan Generasi Gemilang所推動，這項計劃為城市低收入家庭提供免費保障，以協助他們面對突如其來的疾病，意外或死亡事故而失去收入的窘境

合作單位： Prudence Foundation 和 Yayasan Generasi Gemilang.

援助： 為Pantai Ria人民組屋 的貧民提供免費保障計劃。

地點： Pantai Ria人民組屋

為期： 每年更新一次

b) PRUKasih Program (by GVCA)

It is a free protection plan offered to urban low-income families by Prudence Foundation and Yayasan Generasi Gemilang that provides them with temporary financial relief to help them cope with sudden loss of income due to illness, accident, or death.

Collaborating partner: Prudence Foundation & Yayasan Generasi Gemilang.

Assistance: Free protection plan for urban poor living in PPR Pantai Ria.

Location: PPR Pantai Ria.

Duration: Annual renewal



CASE HIGHLIGHTS 個案摘要

Noor Amalina is a food rider. Noor Amalina was hesitant to sign up for the programme during the initial recruitment process because she claimed to have work insurance as a rider. She decided to sign up after several rounds of explanation about her risks as a rider. Months later, on her way home, she was involved in an accident and suffered a leg injury. Noor Amalina, as a PRUKasih member, received RM784 in compensation for this unfortunate incident. She expressed her appreciation to GVCA for introducing her to the programme.

Noor Amalina 是一名外送員。在早期的招募活動中，Noor Amalina 最初對這項計劃不感興趣，因為她稱已擁有外送員的工作保險。經過了幾番解釋后，她決定報名成為會員。幾個月後，她在回家的路上發生了一場事故導致腿部受傷。作為 PRUKasih 的會員，Noor Amalina 在這起不幸的事件中獲得了 RM784 的賠償。她對宏願慈善當初的招募表示感激。





c) Bereavement care services (by GXT)

GXT collaborates with bereavement care service providers to assist underprivileged families, unclaimed deceased from hospitals, elderly from nursing homes, and those that departed without a family. Aside from coffins, GXT provides basic bereavement care services based on the deceased's religion, which includes, among other things, a memorial service before burial or cremation, burial/cremation, and funeral accessories. From 2021, GXT also provides bereavement aid to families in need.

Collaborating partner Bereavement care service providers.

Assistance: Sponsored bereavement care services, condolence aid and columbarium.

Location: Kuala Lumpur, Selangor & Malacca

Duration: When needed.



c) 殮葬服務 (耕心堂)

耕心堂主要與殮儀館聯繫和配合，施予棺木、骨灰壇捐贈以及殮儀服務。援助的物件包括了醫院無人認領的往生者、舉目無親的人士、貧困家庭的家屬、老人院的長老、以及客死異鄉的外籍人士。除了施棺，耕心堂也會依往生者的宗教免費提供基本的殮儀服務，如打齋誦經，祭拜物品和土葬或火化儀式等。於2021年，耕心堂也為有需要的家庭提供慰問金。

合作單位：葬儀社或殮儀館

援助：基本的殮儀服務，慰問金及骨灰安置所

地點：吉隆坡、雪蘭莪和馬六甲

為期：如有所需



Great Heart Volunteer Program

耕心志願者計劃



1. Volunteer Training Program (VTP)

VTP aims to provide volunteers with the necessary knowledge, skills, and experience before they begin their volunteering journey with Great Heart. Representatives from the GHCA Assessment Team and Event Team will participate in the program to share their knowledge of conducting assessments and organising charity events. Volunteers get to learn how to provide impactful assistance to the needy and gain hands-on experience with GHCA. Individuals from all walks of life are welcome to participate in this program.



1. 志願者計劃

義工培訓計劃 (VTP) 旨在為義工們提供足夠的知識、技能和經驗，與耕心慈善一起展開志願者之旅。通過該計劃，義工們可透過耕心團隊的活動策劃及家訪小組獲取更多資訊或經驗，從中學習如何策劃不同類型的慈善活動，以及提供有效並具有影響力的慈善援助。此計劃公開給各階層人士參與。

Angel Appreciation Program (AAP)

It is a point and ranking system. Points will be awarded to volunteers whenever they participate in Great Heart's activities. 2 points will be awarded to event volunteer/Family Care supervisor while 5 points will be awarded to event team leader/advisor/trainer. Points awarded will be accumulated and once the volunteer reaches certain level of points, they will be inducted into Great Heart Angel's Hall of Fame during our Gala Dinner under the respective categories as per below:

這是一個積分和排名系統。每當義工們參與耕心慈善的活動時，他們將獲得積分。活動義工或負責家庭個案將獲得2分，而活動總負責人/顧問/培訓師將獲得5分。積分將會持續累積，一旦義工達到一定的積分水平，他們將在我們的表揚會上根據下面的相應等級入選耕心天使名人堂：



Noble Angel
With Accumulated
60 Points



Loving Angel
With Accumulated
40 Points



Caring Angel
With Accumulated
20 Points

2. Become our volunteer

If you are looking for an exciting volunteering role to spend your free time meaningfully, or to explore on how you can contribute back to the society, then we have the perfect opportunity for you! All ages are welcome and no special expertise are required.

2. 加入義工團隊

如果您正在尋找一個機會來有意義地度過您的空閒時間，或者探索如何回饋社會，那麼我們會是個絕佳的平臺！我們歡迎所有年齡段的人士，並且不需具備特殊的專業知識。

a

Sign up here to receive
our monthly updates:
報名以獲取月份資訊：

[https://www.
greatheartcharity.org.my/
volunteer-registration/](https://www.greatheartcharity.org.my/volunteer-registration/)



b

Or check out our latest
activities here:
或者，查看我們最新的活動：

[http://bit.ly/
volunteerwithGH](http://bit.ly/volunteerwithGH)



3. Overseas and Local Internship Program

We welcome students from both local and overseas who wish to serve their internship program with us. Accommodation can be provided upon request at our Great Heart Community Centre in Klang. To date, we have accepted more than 12 local interns and 30 international interns from Egypt, Sri Lanka, Tunisia, Germany, Japan, Morocco, Bangladesh, Cambodia, Indonesia, China, Kyrgyz Republic, Algeria, Canada, India, Australia, France, Taiwan, and Poland.

If interested, kindly drop your resume to us at info@greatheartcharity.org.my!

3. 海外和本地實習計劃

耕心慈善一向為本地和海外的學生提供實習機會，以完成他們實習計劃。如有需求，我們的巴生社區服務中心可為實習生提供住宿。目前，我們已接收至少12名本地實習生以及30名海外實習生，當中包括了埃及、斯里蘭卡、突尼西亞、德國、日本、摩洛哥、孟加拉國、柬埔寨、印尼、中國、吉爾吉斯共和國、阿爾及利亞、加拿大、印度、澳大利亞、法國、台灣和波蘭。

如感興趣，請將您的簡歷發送至 info@greatheartcharity.org.my!

Sharing & Testimonial

分享與感言

Embracing the True Meaning of Giving

In 2019, I met Ric See, Co-Founder of Great Heart Charity Association (GHCA). Prior to this, I did not have any friends who were fully engaged in charity work, so I found myself quite curious about what motivates someone to dedicate their life to charity. The journey from merely having the desire to engage in charitable activities, to establishing a charitable organisation, and then sustaining the entire operation of such an organisation, left me pondering the level of dedication and passion required.

From my early years, my understanding of charity was clouded by the idea of exploiting the goodwill of the public for personal gain. This misconception has created numerous challenges in the field of charity. However, upon getting to know Ric, I had the desire to debunk the myths surrounding charity. Without any hesitation, I offered my assistance and joined their committee.

My first involvement in GHCA's activity was the Love and Hope project, an Overseas Charity Union Program primarily focused on donating school supplies, and other essential items to underprivileged students in rural areas. Witnessing the excitement on the faces of the children as they received these donations, and their genuine smiles while enjoying the food that we have provided, it became clear to me that the true meaning of charity lies in these small gestures that hold great significance for underprivileged communities. This experience reaffirmed my long-standing belief that if I possess the ability, it is my duty to use that capacity to assist those in need.

Through this project, I witnessed the Founders and volunteers from GHCA making contributions for underprivileged communities in the rural areas. I get to experience transporting supplies, enduring a gruelling 7-hour bus ride on subpar roads, walking to the villages at places where the bus could not drive by, followed by boat rides, refurbishing the school facilities in the rain, cooking meals for the students, and even setting up tents in the forest for our overnight stays. At every step, everyone showed their wholehearted dedication without any hint of complaint or hesitation. Rain or shine, they remained determined in completing the mission. At that moment, I knew for certain that this was the organisation to which I wanted to contribute my skills and abilities.

Charity is a profoundly meaningful endeavour with a low entry barrier. As long as one is willing to contribute their efforts, whether it is through their skills, time, or financial support, we can all unite under a shared belief to spread love and hope, ultimately extending a helping hand to every individual in need.

Leong Pei Xin

Lawyer

Inspirational Role Model - Year 2021 Recipient

Most Engaging Angel - Year 2021 Recipient.



慈善之路：領悟奉獻之真諦

2019年，我認識了徐瑞寶（GHCA的共同創辦人）。在這之前我沒有全職從事慈善工作的朋友，因此我對於為什麼有人願意全職投入慈善工作感到非常好奇。從想做慈善的心，到真正成立一個慈善組織，再到維持整個慈善組織的運行，這需要多大的堅持和熱情呢？

我從小對慈善的認知就是利用大眾的善心去謀取私利。這種根深蒂固的看法使得慈善領域充滿了各種困難。既然有緣認識到GHCA的聯合創始人，我就一股熱的想一探究竟關於慈善的迷思。我當時毫不猶豫地自薦成為他們委員會的一員！

我參與的第一個耕心慈善活動是海外布施活動【愛與希望】。這個活動內容主要是捐贈校服、校鞋、書包、文具等物品給郊外區的貧困學生。當看到孩子們收到這些物資時的笑容，看到他們津津有味地享用我們捐贈的食物時，我頓時明白了我想繼續做慈善的意義——一份小小的力，在貧困群體卻是一份大大的幫助。我一直有著這個信念——若上帝給我某種能力，那我就得善用這份能力去幫助更多有需要的人！

透過這個活動，我親眼目睹了兩位耕心慈善創始人以及一群耕心志工在非常落後的郊外區出錢出力的善舉。從搬運物資、搭乘7小時的巴士、路程上不完善的基建，巴士無法穿越鄉間小路，下車步行到鄉村、再乘船、淋著雨翻新郊外學校的設施、為學生們烹飪食物、在森林裡搭建帳篷過夜等每個環節，大家都是這麼的盡心、沒有嫌棄和抱怨。日曬雨淋也堅持完成活動！我心想：啊！對了！就是這個組織，我一定要貢獻我的能力！

慈善是最低入門門檻又有意義的事情，只要你有心就可以貢獻自己的力量，有力出力、有時間出時間、有錢出錢，大家秉著同樣的信念，傳遞愛和希望，幫助每一位有需要幫助的人！

梁佩欣

律師

模範義工天使 - 2021年得獎者

最活躍義工天使 - 2021年得獎者



My Family's Journey with Great Heart Charity Association

As a single mother, my life revolves around my two children, Edmund, and Annabelle. When we moved from Subang to Kampar in 2018, we had more time to immerse ourselves in the community, particularly with senior citizens who called the Kampar historical town 'home'. For them, walking or cycling is a way of life, and this is where we witnessed some of the communities' daily struggles, such as seniors struggling to hold an umbrella while cycling, or needy families looking for food and essentials in rubbish bins! These encounters sparked a deep sense of urge within me to make a difference.

As a volunteer, my children and I had the privilege to be part of various GHCA initiatives. From providing school supplies to underprivileged students and installing umbrella holders and solar lights for senior bicycle riders, to supporting underprivileged families with groceries, home cleaning, and reparation works, each experience has been a step towards giving others a second chance in life.

What struck us the most was the sincerity and dedication of GHCA's social workers and volunteers, who do not shy away from getting themselves dirty, displaying unconditional love and compassion to help clean up a senior hoarder's house up on a hill during one of the projects. We also celebrated the mid-autumn festival with the said senior and frequently visited her before her passing.

During our volunteer work, we encountered unforgettable moments, like the three colours of light (Red, Yellow, and Blue) that shone into a beneficiary's house, symbolising a 'purification process' and God's presence.

Through GHCA, we get to experience first-hand the transformative power of compassion and volunteerism. It is not about persuasion or demands. It is an invitation extended with the hope that you too can discover fulfilment that comes with making a meaningful impact in the lives of others. Together, we can create a world where everyone gets a second chance at a brighter future.

"Be a Great Heart Angel today!"

Mimishko Liew

Perak Goodwill Associate

Inspirational Role Model - Year 2020 Recipient



我們這一家與耕心的旅程

身為單親媽媽，我的生活圍繞著我的兩個孩子，Edmund 和 Annabelle。2018年，經過深思熟慮後，我們決定從梳邦再也搬到金寶，我們有了更多時間融入當地社區，也就是金寶這個歷史悠久的小鎮，與老年居民居多的社區共同生活。對他們來說，步行或騎自行車是日常生活的一部分，正是在這些相遇中，我們首次目睹了他們每天騎自行車時撐傘的艱難和危險，以及發現一些貧困者在垃圾箱中尋找食物和必需品的現象。這些相遇喚起了我內心深處的那一份憐憫與不捨，激發了為他們做出改變的渴望。

身為義工，我和我的孩子有幸參與耕心慈善會的各種慈善計畫及活動。從提供學習用品給貧困學生，到組織社區活動，為長者的自行車安裝雨傘支撐器及前後車燈，以提高他們的安全性，再到為貧困家庭提供食品，及為獨居老人進行住家打掃與維修工作。每一次經驗都是為了讓他人獲得「第二次重新生活的機會」。

身為義工，我們經歷了許多難以忘懷的瞬間，猶如三種光線（紅色、黃色和藍色）照射進一位受益人的房屋，象徵著一種「淨化過程」和正能量的存在。

最令我們印象深刻的是耕心慈善協會的職員和義工們的那一份真誠和奉獻精神。他們毫不畏懼骯髒的工作，展現出無條件的愛與同情。我們曾一同幫助住在山上的婆婆，清理她那囤滿垃圾的70多年老房子，在她去世之前，我們經常去探訪及關心，也和她一起慶祝難忘的中秋節。

透過耕心慈善協會，我們親身體驗了憐憫和慈善帶給我們改變的力量。這不是關於說服或要求，而是一種邀請，希望您也能在身邊的人和事、透過對他人產生有意義的影響，而獲得滿足感的機會。讓我們一起創造一個更光明的未來世界，讓每個人都有重來的機會。

"今天成為耕心天使吧!"

Mimishko Liew

耕心霹靂義工團籌委

最活躍義工天使 - 2020 年 得獎者



Fundraising efforts

籌款策略

Over the years, GHCA has explored and adopted numerous fundraising strategies that best fit the practice of the association and to effectively raise fund for the association.

多年來，耕心慈善協會探索並採用了多種籌款策略，為協會有效籌集資金。

1) Gala & Thanksgiving Dinner

To fund raise for the association and to provide appreciation and recognition to sponsors and volunteers who have been supporting our charity missions, GHCA Gala Dinner was held in conjunction with Thanksgiving Dinner in the earlier days. During the night, auctions are held, and sponsors and volunteers will be awarded with noble titles: Caring, Loving and Noble, in recognition of their contribution throughout the year. Starting in 2019, both Gala and Thanksgiving Dinner are held separately to better serve its purpose. Currently, Gala Dinner is held biennially, whereas Thanksgiving Dinner is held annually.

1) 慈善與感恩晚宴

為了籌募協會的活動資金，並感謝和認可贊助商與志願者的貢獻和付出，耕心慈善在早期一併聯辦慈善與感恩晚宴。除了舉行拍賣會以外，贊助商和志願者將在晚宴上被授予榮譽的稱號：關愛、愛心和大愛天使，以表彰他們在過去一年內的貢獻與付出。自 2019 年起，慈善晚宴與感恩晚宴已分開舉行，以更好地發揮其作用。目前，慈善晚宴將於每兩年舉辦一次，而感恩晚宴則每年辦行一次。



HIGHLIGHTS 摘要

Great Heart Charity Association Raises RM1.9 Million At Charity Gala Dinner

GHCA 7th Gala Dinner, which was held on 23rd November 2019, had well surpassed their initial goal, with ticket sales, auction items and merchandise sales bringing the grand total of funds raised to a whopping RM1.9 million, which is the most that the association has ever raised from the seven gala dinners that they have hosted over the years. The funds raised goes towards supporting the various ongoing charity programs, projects, and other needs of the association to help their target beneficiaries.

耕心慈善晚宴籌獲190萬令吉助於活動經費

耕心慈善協會於2019年11月23日舉辦了第7屆耕心慈善協會慈善晚宴“情牽百家”。這場晚宴成功以售票、拍賣物品和商品銷售籌獲了190萬令吉，遠遠超越了我們原定的目標115萬令吉。這是該協會在多年來籌辦的晚宴內籌集最多款項的一屆。這項籌集的善款主要用於協會的各個慈善專案及其它所需。

2) Fundraising Events

In previous years, various fundraising events were held, usually in conjunction with festivals or special days, to raise funds for various charity programmes.

2) 籌款活動

籌款活動常於特殊日子或節日期間發起，以為不同的慈善專案籌集款項。

HIGHLIGHTS 摘要

Charity Bazaar

GHCA had organised charity bazaars across various places in the past years. Among the items on sale were cleaning tools, food, beverages, plasticwares, kitchenware, decorative items, toys, accessories, stationeries, fashion items, and cosmetic products, supported by vendors who collaborated with GHCA.

Our series of charity bazaars had attracted thousands of visitors from members of the public and residents who are staying nearby the bazaar venues, all joining the Charity Bazaar to spend for a good cause. All funds raised from the charity bazaars are used to support GHCA's various ongoing charity programs, projects, and other needs of the organisation.



慈善義賣會

耕心慈善協會在過去幾年內都曾在多個地方舉辦了慈善義賣會。義賣會出售的商品包含家庭用品、廚房用具、塑料製品、玩具、彩妝護膚品等，且大部分商品都是由商家贊助。每次的慈善義賣都會吸引數百名當地居民和遊客的光顧和支持。

多年來耕心慈善義賣會吸引了成千上萬的公眾和居住在義賣會場附近的居民，慈善義賣會籌集到的所有資金將被用於支持耕心慈善協會各項正在進行中的慈善計劃、項目，以及組織的其他需求。



Dine-in 1 Nation

A charity dining campaign that is held every year. Through this campaign, we collaborate with various F&B operators and partners across the Klang Valley, with onboarded partners donating a portion of their sale proceeds on the selected charity dining days in support of GHCA's charity programs and projects.

耕心・慈善美食義賣

每年都會舉辦慈善美食義賣。此項目是與巴生谷的各個餐廳合作，餐廳在選定的慈善用餐日捐贈部分的收入以支持耕心慈善協會的慈善項目。

3) Crowdfunding Platforms

As crowdfunding has become a popular fundraising method in the recent years, GHCA has kept up with the pace and made a series of crowdfunding options available in the platforms below too:

3) 眾籌平臺

隨著近年來眾籌計劃的興起，耕心慈善也跟上了腳步，在以下的平台開啟了一系列的眾籌活動：

Our website 自家網站

GHCA 耕心慈善 : <https://www.greatheartcharity.org.my/fundraisers/>

GVCA 宏願慈善 : <https://www.persatuanharapanmulia.org.my/fundraising/>

Global Giving

GHCA 耕心慈善 : <https://www.globalgiving.org/donate/43881/great-heart-charity-association/>

GVCA 宏願慈善 : <https://www.globalgiving.org/donate/83475/persatuan-harapan-mulia/>



4) Collaborate with Media Partners

Media partners contribute a great effort to help publicising our fundraising activities via online and offline platforms.

4) 媒體夥伴的配合

媒體夥伴通過線上和線下的宣傳為我們的籌款活動提供了莫大的迴響和貢獻。



5) Other Initiatives

Occasionally, GHCA hold charity sales on merchandise (www.greatheartcharity.org.my/merchandise/), festive snacks and food.

5) 其它

耕心慈善每年也會舉辦數場的慈善義賣活動，包括商品 (www.greatheartcharity.org.my/merchandise/) 和節日小吃或食品。

How You Can Support Us"

如何支持我們

1. Monthly Donation: I am Guardian Angel Program

I am Guardian Angel is a donation program of Great Heart Charity Association for anyone who is interested to support our charity missions on a monthly basis.

Monthly donations begin at RM30, THAT'S ONLY RM1 PER DAY! You may also choose to donate RM50, RM100 or any other higher amount monthly through this program to support us via auto-debit by credit card or bank account.

Be a Guardian Angel today by donating to us! Your support is greatly needed for us to be able to continuously extend our support to our caring targets every month.

1. 每月捐贈：我是守護天使計劃

“我是守護天使”是耕心慈善協會的一項專為有心人士設計的捐款計畫。捐款者可以分別通過信用卡或銀行戶口每月進行自動轉帳以支援耕心慈善協會的慈善專案。

每個月的捐款數額設為最低 30 令吉，一天僅僅1令吉就能為慈善付出！您也可以選擇在每個月捐款50令吉、100令吉或以上來支援我們的慈善專案。

今天就成為耕心慈善協會的「守護天使」吧！您的慷慨解囊將讓我們得以每月持續的說明更多有需要的人士。



2. Sponsorship Appreciation Program (SAP)

SAP is a program to provide recognition and to express gratitude to all donors who

have been providing funds to us which allow us to continually support our caring targets every month.

SAP is a donor award and ranking system, with the donors being awarded in our annual Thanksgiving Award Ceremony based on the annual donation amount, under these respective categories:

Noble Donor (Annual donation of RM30,000 and above)

Loving Donor (Annual donation of RM10,000- RM29,999)

Caring Donor (Annual donation of RM5,000 – RM9,999)

2. 慈善家榮譽計劃

這項計劃的主要目的是向所有提供資金於耕心慈善協會的捐助者表示認可和謝意，這使得耕心慈善協會每月都能夠持續不斷地說明更多有需要的人。耕心慈善協會將頒發榮譽獎於捐助者，他們的年度捐贈金額將根據以下的類別在耕心慈善協會的感恩宴上獲頒發：

大愛慈善家（每年捐款30,000令吉或以上）

愛心慈善家（每年捐款10,000令吉- 29,999令吉）

關愛慈善家（每年捐款5,000令吉- 9,999令吉）

3. Become A Collaborator

Great Heart Charity Association collaborates with like-minded parties such as corporations and organisations to achieve a similar objective – contribute back to society. Throughout the years, we have been actively engaged in Corporate Social Responsibilities (CSR) activities in several ways:

a) Beneficiaries of Your Activities or Campaign

Be it a monetary or in-kind donation, we are constantly looking for support for our ongoing programs and activities, as well as to cater to more underprivileged communities. Make us your beneficiary today!

b) Joint Partnership

Different parties come together for a joint effort in organising a charity campaign or project. Each party is assigned with different set of roles and tasks, such as advertising, groundwork, liaison etc.

Let's talk about how we can help your charity project as a charity partner!

c) Manpower Assistance

Contributing your time is also a way to contribute back to the society. Collaborators may participate in our ongoing volunteering opportunities to assist our charity missions. However, it is usually limited and based on a first come first serve basis. Collaborators are advised to register in advance to avoid disappointment.

3. 成為合作夥伴

耕心慈善協會常與志同道合的物件配合，如公司和組織，以實現共同的目標——回饋社會。多年來，我們通過多種方式積極參與企業社會責任 (CSR) 的活動：

a) 當活動的受惠單位

無論是金錢或是物資上的捐贈，都能支持我們完成更多的使命，並協助更多的弱勢群體。今天就讓我們成為您活動的受惠單位！

b) 聯合夥伴

不同的夥伴齊聚共同策劃一項慈善活動或專案。每一方將被分配了不同的角色和任務，例如廣告、基礎工作、聯絡等。

讓我們一同商討如何成為您的慈善合作夥伴，為您的慈善項目獻一份力吧！

c) 人力援助

貢獻自己的時間也是回饋社會的一種方式。合作夥伴可以成為我們的義工，協助我們完成更多的使命。由於義工名額有限，將採用先到先得的原則。合作夥伴需儘早報名，以避免錯失名額。

Our Donation Channels

我們的捐款平台

GHCA has adopted the following QR platform to make our donation platforms more convenient for donors and to keep up with the latest developments:

為了讓我們的捐贈平臺更方便使用，並跟上時代的進展，耕心慈善協會採用了以下的二維碼平臺：



You may also choose to contribute to our programs via cheque or bank-in:

您也可以選擇通過支票或銀行轉帳以做出貢獻：

**PERSATUAN KASIH SEJATI
OCBC BANK 705 131484 0**

Please send us your information (Full Name, I/C Number, Mailing Address) and attachments (if any) after making a donation to treasurer@greatheartcharity.org.my so that we can issue you a tax exemption receipt.

Persatuan Kasih Sejati (Great Heart Charity Association) is an institution listed under Section 44(6) ITA 1967, LHDN Malaysia. Hence, donations above RM30 are tax exempt under Section 44(6) of the Income Tax Act 1967.

捐款后，請將您的個人資料（全名、身份證號碼、郵寄位址、捐款專案）和附件（如果有）發送至 treasurer@greatheartcharity.org.my，以便獲取免稅收據。

耕心慈善是經由馬來西亞內陸稅收局《1967 年所得稅法》第44（6）條文所批准的機構。因此，超過30令吉的捐款在根據 1967年所得稅法令第44（6）條文下，可免稅。

Great Heart in the News

我們的報道



Scan for Video

1. Berita RTM: Kongsì Kembaraku

We are ecstatic to have this opportunity to share about our charitable programs and projects that take place at Great Heart Community Centre (GHCC) on Berita RTM's

Kongsì Kembaraku segment. Thank you, Berita RTM for giving us this opportunity to go live and raise awareness about what we do! We hope to enlighten and attract more young people, as well as everyone else, to join us in doing good and giving back to the community! After all is said, come and watch the full interview now.

1. RTM新聞頻道：Kongsì Kembaraku

耕心慈善有幸能在 RTM 新聞頻道的Kongsì Kembaraku節目裏分享耕心慈善社區服務中心的計劃和項目。感謝RTM 新聞頻道為耕心慈善提供上電視節目的機會，以及提高大眾對我們服務的認知。



Scan for Video

2. The Star TV: Malaysian NGO helps urban poor with grocery needs

With the cost of living continues to soar, those from the low-income group are the ones most badly affected. Follow us on

The Star TV's coverage of our Great Vision Charity Association's Shopping Buddy Program, where we provide customised groceries and necessities to B40 families based on the needs of the respective families.

2. The Star TV:馬來西亞非盈利組織為城市貧民提供日常所需

隨著生活成本持續飆升，低收入群體所受到的影響最為嚴重。關注 The Star TV以了解更多宏願慈善的陪購計劃如何為B40家庭提供各自所需的日常必需品。





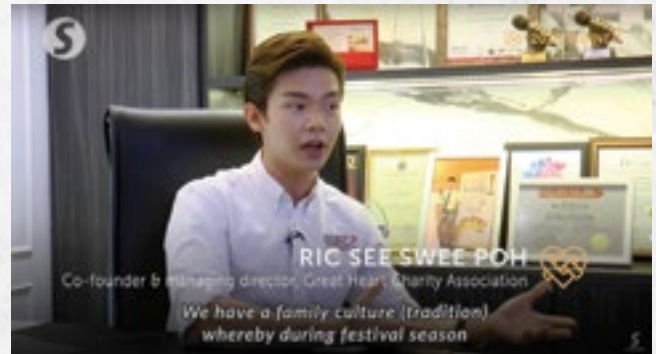
Scan for Video

3. The Star TV: Making charitable giving a part of everyone's life

Reaching out to the underprivileged has become a way of life for our Great Heart Charity Association's co-founder, Ric See Swee Poh, since childhood, which laid out the groundwork for the establishment of the Great Heart Charity Association. Watch Ric's interview session with The Star TV, as he shares his views and stories in conjunction with Great Heart Charity Association being selected as one of the winners for the prestigious Star Golden Hearts Award.

3. The Star TV：讓慈善成為大家生活的一部分

扶助弱勢群體是耕心慈善協會聯合創辦人徐瑞寶從小就開始的一種生活習慣，也為耕心慈善的成立設定了基礎。在耕心慈善獲選Star Golden Hearts Awards接受採訪的同時，徐瑞寶也分享了他的觀點和故事。



4. Malaysian NGO helps urban poor with grocery needs

Great Heart Charity Association was honoured to be one of five foundations and social enterprises to be selected as winner for the Sustainability & CSR Malaysia Awards 2020 under the category of Sustainability & CSR Leadership For A Non-Profit Organisation. The award is presented to organisations who have excelled in their charity work that were carried out in 2019.

The award was presented by the CSR Malaysia managing director and co-chairman, Lee Seng Chee, to Great Heart Charity Association's Vice President, Yuen Juin Hoe, and Secretary, Chang Phay Kee. "We would like to dedicate this

award and extend our deepest appreciation to all our donors, sponsors, volunteers, committee members, and social workers, as without their care and support, we would not have been able to run any of our various ongoing charity programs to serve the needy, as well as influencing and inspiring many others to make charitable giving a part of their life. This award will drive our team to continue dedicating our time and energy to serve the society and those in need," commented our Founder and President, Franky See Swee Choy.

4. 2020 年馬來西亞可持續發展及企業社會責任獎

耕心慈善很榮幸能成為2020年馬來西亞可持續發展及企業社會責任獎（非營利組織可持續發展與企業社會責任領導）中的五個基金會和社會企業的獲獎者之一。該獎項為2019年慈善工作中表現出色的組織提供表揚。

該獎項由CSR馬來西亞董事總經理兼聯合主席Lee Seng Chee先生頒發給耕心慈善副主席阮俊豪和秘書長鄭佩琪。“我們衷心感謝，並想將這個獎項獻給我們所有的捐助者、贊助商、志願者、委員會成員和社工。如果沒有他們的鼓勵和支持，我們將無法運行本協會目前的各種慈善活動，為有需要的人提供服務，也無法影響和激勵大眾，讓慈善成為他們生活的一部分。這個獎項會推動我們的團隊繼續投入更多的時間和精力為社會和有需要的人服務，”耕心慈善創始人兼主席徐瑞財分享道。









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Youtube : Great Heart Charity Association

Donate to us:

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OCBC BANK 705 131 4840

Donations to Great Heart Charity Association are tax exempted under sub-section 44(6) of Income Tax Act 1967.