



马来西亚生命线协会 (PPM 009 14 08041993)
 Life Line Association Malaysia
 Persatuan Life Line Malaysia



TO PROTECT LIVES TOGETHER AND

我懂你  **MAKE**  **THE WORLD**
A BETTER
PLACE

ANNUAL REVIEW 2024

 @lifeline7995

Premium Sponsor



95 Ambassador
 Yeo Yann Yann



Self-Help and Seek Help For Psychological Injuries



We naturally exercise self-help and seek help for physical injuries but tend to neglect psychological injuries... A psychological wound also needs to be covered by a plaster for it to heal.



SELF-HELP

If the challenges we face are within our capability to cope, we can utilise our strengths to self-help and self-develop.

Self-Care



Eat Well

Sleep Well

Take Care of Our Emotions

Exercise Regularly

Self-Stabalization



Place 5 fingers (palm) on chest and take 9 breaths



Self-Development

Seek learning resources to improve self-awareness and coping abilities



CETC 95 推广中心

Counselling Education Development and Training Centre
Pusat Perkembangan dan Latihan Pendidikan Kaunseling

By Life Line Association Malaysia



95 CETC

SEEKING HELP

If we are incapable of overcoming the challenges, we can seek help! Help-seeking is not a weakness but a way of loving ourselves.

Life Line Association Malaysia

- 03-4265 7995
- www.lifeline.org.my
- lifeline7995

- Free helpline, counselling and email support services
- CETC fee-based counselling services
- Play therapy for children

Community Counselling Resources in Malaysia





aptcc.com.my

f 18APTCC



Hosted by
马来西亚生命线协会 (PPM 009 14 08041993)
Life Line Association Malaysia
Persatuan Life Line Malaysia

Honorary Patron



2025 第18届亚太地区电话咨商国际大会 18TH APTCC ASIA-PACIFIC TELEPHONE COUNSELLING CONFERENCE

5-7 SEP 2025
Sunway Resort Hotel
Selangor, Malaysia

The Transformation of Helplines
**Technology, Modalities
& Ecosystem**

CONFERENCE BROCHURE WITH SPEAKER LINEUP



Dr. John Draper
Behavioral Health Link



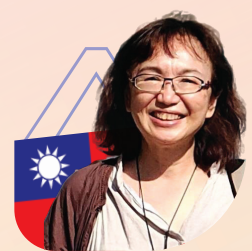
Thilini Perera
Lifeline International



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ThroughLine



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Assoc. Prof. Fortune Fu-Tsung Shaw
National Chi Nan University (NCNU)



Professor Jo Robinson
Orygen



Vickie Skorji
TELL Japan



Professor Chen Yu Chia
Taiwan Lifeline International



Winnie Ng Wai Man
Open Up Hong Kong



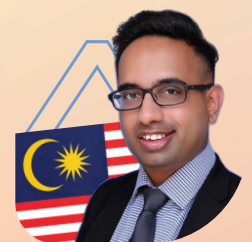
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NCEMH



Professor Dr. Chan Lai Fong
National University of Malaysia (UKM)



Dato' Dr. Florance Manoranjitham Sinniah
SNEHAM Malaysia



Dr. Ravivarma Rao Panirselvam
Hospital Miri, Zero Suicide Sarawak, Malaysia

THE TRANSFORMATION OF HELPLINES TECHNOLOGY, MODALITIES & ECOSYSTEM

The **Asia-Pacific Telephone Counselling Conference (APTCC)** is an international telephone counselling conference held every three years, organised by and involving LifeLine members primarily from Taiwan, Korea, and Japan. The conference aims to facilitate the exchange of professional experiences and the sharing of achievements among participating countries, while also providing a platform to explore and discuss emerging social issues related to telephone counselling.



CONFERENCE REGISTRATION FEE

Ticket Type	Early bird by 31/3	Standard
Foreigner - Zone 1	USD 655	USD 786
Foreigner - Zone 2	USD 555	USD 666
Foreigner - Zone 3 & 4	USD 255	USD 306
Local Malaysian Citizen	-	RM 1,995
Group of Two	RM 950/pax	-
Local Student	RM 850	RM 1,295

SCIENTIFIC COMMITTEE

No	Position	Name	Association / Organisation
1	Chair	Professor Paul Yip	The University of Hong Kong
2	Coordinator	Pheh Kai Shuen	Universiti Tunku Abdul Rahman
3	Member	Thilini Perera	Lifeline International
4	Member	Assistant Professor Howard Ho Chen Yu	Taiwan Lifeline International
5	Member	Hani Hj Maidin	Ministry of Health, Brunei
6	Member	Dr. Noor Raihan Binti Khamal	National Centre of Excellence for Mental Health
7	Member	Professor Dr. Chan Lai Fong	National University of Malaysia (UKM)
8	Member	Professor Dato' Dr. Andrew Mohan Raj	Malaysian Mental Health Association
9	Member	Dato' Dr. Florance Manoranjitham Sinniah	SNEHAM Malaysia
10	Member	Dr. Ravivarma Rao Panirselvam	Zero Suicide Sarawak
11	Member	Tay Kok Wai	Universiti Tunku Abdul Rahman
12	Member	Chua Chee Heng	Life Line Association Malaysia

EVENT HIGHLIGHTS FOR THE 18TH APTCC 2025



Who Should Join this Conference?

The conference is expected to attract a diverse audience, including mental health professionals, counselors, social workers, and representatives from NGOs and governmental organizations involved in mental health services across the Asia Pacific region.



Plenary Symposium



- Accessibility to Impactful Crisis Support



Keynote Address



- Global Suicide Prevention and Crisis Intervention: Innovative Strategies and Best Practices



Expert Talks & Symposiums



- Cultural Diversity in Helpline Support
- Risk Assessment in Tele-Psychiatry
- The Advancement of Text Support
- Aging Issue Among the Volunteers and Clients
- Dealing with Suicidal Expression in Social Media
- Suicidal Ideation of Children
- Volunteer Engagement / Frequent Caller Program
- Always There: Reimagining Crisis Support for The Digital Generation



Idea Exchanges



- Volunteer Care and Sustainability
- Repeated & Challenging Callers
- Country Reports
- Poster Presentations



Workshops



- Crisis Counselling in the Digital Age: Managing Risks and Opportunities
- Technology-Based Interventions for Youth Mental Health
- Short & Middle -Term Treatment Principles for Clients with Suicide Ideation
- How to Respond to Suicidal Ideation in Children
- Strategies and Ethic in Text Support
- The Application of Psychological Displacement in Counselling



2025 Course Highlights

Series Counselling

- 1 12-day Basic & Advanced Gestalt Therapy Professional Training
- 2 The 10 Dimensions of Empathy
- 3 Couple Therapy Techniques & Application
- 4 Sandbox Therapy Professional Training
- 5 Dream Analysis
- 6 Deep Listening



Series Community Outreach

- 1 "95 Youth Ambassador" Psychological Aid Workshop for Secondary School Students
- 2 "SMARTSTART 2.0" Pre-Marriage Education Course
- 3 Children's Picture Book Session
- 4 "Empathetic Leadership" HRDCorp-Certified Course
- 5 Self-Exploration Workshop
- 6 One-Day Teen "72 Transformations Camp"
- 7 Parent Support Group
- 8 Guidance for Caregivers of Individuals with Mental Illness

Looking For An Event Space?

CETC is located on the 6th floor of IOI Business Park, Puchong and is now open for public rental. The centre features a hall and a training room which can accommodate up to 80 and 30 people respectively. Both spaces are equipped with audiovisual facilities and wooden flooring, providing a comfortable and clean environment for hosting workshops and group programmes.



Scan To Learn More

95 Angels, Life Line volunteers and NGOs can enjoy a

40% DISCOUNT!



CONTENT

01 — 03

APTCC

06 — 10

The Team

About Us / The Committee

Messages from the President,
Secretary & Treasurer

Volunteer & Administrative Team

11 — 20

3 Key Focus

24/7 Helpline / CETC /

Hearts for Youth

21 — 28

Moving Forward Together

Dedication Award Winners

Governmental Organizations /
Cross-Cultural Services / Schools

Social Welfare Agencies /
Celebrities & Media

International Exchange &
Partnership / Sponsor



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马来西亚生命线协会 (PPM 009 14 08041993)
Life Line Association Malaysia
Persatuan Life Line Malaysia

PURPOSE

To protect lives together and make the world a better place.

VISION

To provide a diverse and inclusive service platform, aiming to move towards zero suicide rates by impacting one another's lives.

CORE VALUE

Helping Others

Selfless dedication to create a physically and mentally healthy society.

Personal Growth

Constantly learning as an individual, group and community, to cultivate a new generation with healthy bodies and minds.

Primary Prevention
Education & Awareness

SELF
HELP

- ♥ Caring for Teenagers
- ♥ Community Education
- ♥ Community Welfare

ABOUT US

MISSION

- We value humanism, support and learn from one another, and seek to fulfil the meaning of life through giving.
- We actively promote the 95 Spirit to enhance the public's self-help ability, and raise awareness of seeking help.
- We keep pace with the times to ensure continuous growth and provide professional, ethical services to the community.
- We adhere to regulations and utilise public donations effectively to maximise social impact benefits.
- We cherish the contributions of our committees, volunteers and staff, and regularly review and take care of each other's physical and mental well-being.
- We uphold Life Line as a platform for helping others and work together to implement its vision and goals.

SEEKING
HELP

Secondary Prevention
Psychological Support

- ♥ Counselling
- ♥ Play Therapy



救吾



HONORARY LIFE PRESIDENTS



The Late
Tan Sri Dato'
Tong Yoke Kim



Tan Sri Datuk
Tee Hock Seng,
JP.



Tan Sri Dato' Dr.
Kong Hon Kong



Dato' Sri Dr.
Tan Cheng Chai



Lilian
Goh Kui Lian



Tang Kae Sue



Dato'
Lee Tek Mook



Datuk Eddie
Heng Hong Chai



Kua Poo Hoo



Ding Chiu Hiong



Oh Siang Hwa



Karen
Leong Kam Leng



Datuk
Tee Guan Pian



Datuk Seri Dr.
Eng Wei Chun



Dato' Dr.
Lye Wing Voi



Datin Sri
Teh Hooi Tyug



**Society
Affairs
Advisor**
Tiew Seng Chee



**Society
Affairs
Advisor**
Soh Yok Kim



**Society
Affairs
Advisor**
See Soon Eng



Legal Advisor
Mike
Lee Seang Yik



Legal Advisor
Wong Poh Leng

2023-2026 14TH COUNCIL COMMITTEES



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Choon
Lee Meng



**Deputy
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Chua
Chee Heng



**Vice
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Wong
Su Zane



**Vice
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Chin Wai



Committee
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Kok Weng



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Tiew
Hock Chuan



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Gaik Ean



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Lik Ling



Committee
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Yew Wai



Committee
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Yeng Yeng



Committee
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Siew Shyan



Committee
Lee
Kim Keat



Committee
Yee
Chich Ho



Committee
Poh
Kim Pheng



Committee
Yeoh
Hock Choon



Committee
Soh
Ban Aun



Committee
Lim
Ji Lin

A Promise to Protect Lives: Our Breakthroughs and Vision

In 2024, Life Line continued to make advancements, focusing on three key development projects. These projects aimed to optimise the use of social resources to achieve Life Line's goal of helping others.



Choon Lee Meng
President
01.01.2025

24/7 Helpline: Actualizing a Vision

Inspired by the aspiration of Lifeline Australia to provide support to anyone in despair, at any time. A group of passionate volunteers founded Life Line Malaysia in 1989 with support from Lifeline Kaohsiung. The early days were challenging, limited resources resulting in the helpline services operating only in the evenings for years. I would like to thank the founding volunteers and seniors for leading Life Line to where we are today.

In 2023, with support from the Advisors and Honorary Life Presidents, especially Tan Sri Dato' Dr. Kong Hon Kong, we successfully raised RM2.6 million to accelerate the helpline expansion plan towards the goal of providing 24-hour service by 2025. After 1.5 years of planning and system upgrades, the helpline services will operate six days a week (Monday to Saturday) for 16 hours a day (9.30am to 1:30am) starting in February 2025.

95 CETC: Maturing as a Base for Training & Outreach

Acquired in 2020, the Counselling Education Development and Training Centre (CETC) has become the base for training and outreach. In 2024, the centre conducted workshops for professionals and outreach programmes for the public, such as children's picture book workshops and the 95 Youth Ambassadors programme. Additionally, the center now offers fee-based counselling sessions, providing individuals access to professional counselling services while generating income to sustain Life Line's development.

Hearts for Youth: An Urgent Responsibility

Statistics of recent years show that youths face increasingly complex mental health challenges. This prompted Life Line to launch the "Hearts for Youth" programme in 2022. Since then, the programme has raised awareness among youths through various activities and received positive responses from multiple groups. However, mental health crises among youths were still frequently reported, highlighting the urgency of safeguarding their well-being.

Looking Forward to 2025: International Engagement & Professional Growth

In 2025, alongside the three key projects above, Life Line is hosting the 18th Asia Pacific Telephone Counselling Conference (APTCC). This international event will provide an invaluable platform for knowledge exchange among attendees while connecting Life Line with more resources and opportunities for professional development.

To Protect Lives Together and Make the World a Better Place

Life Line's journey is a collective effort, shaped by the contributions of all its supporters. Let us continue to work together to protect lives, spread hope, and bring warmth and light to the world. Thank you everyone!





Ong San San
Secretary
01.01.2025



Khor Phei Cher
Treasurer
01.01.2025

Gratitude and Respect: Advancing Mental Health Services Together

As I reflect on this year's annual report, I am filled with gratitude and hope. I extend my heartfelt thanks to everyone who has supported Life Line. In 2024, we upheld our mission of "Empower Others, Elevate Yourself" to provide comprehensive mental health services for the society through "Self-Help" and "Seeking Help".

In terms of "Seeking Help", our services continue to expand with the support from all parties. As a result, the number of beneficiaries of counselling and play therapy services has increased over the years. In terms of "Self-Help", we focused more on providing professional training than on large-scale talks and media interviews this year. Besides that, the Social Care and Community Service teams have engaged more communities to promote mental health.

Yearly Achievements	2022	2023	2024
Seeking Help	Psychological Support		
Mental Health Support Number of Sessions	3,627	4,390	4,665
Play Therapy Number of Sessions	164	267	299
Self-Help	Education & Awareness		
Public Awareness Number of Sessions	6,170	6,943	4,209
Public Awareness Number of Media Interviews	77	70	49
Social Care Number of Teenagers Benefited	177	363	421
Community Service Number of Participants	710	1,214	1,582

As we prepare for APTCC, we see this not only as an opportunity to share our progress but also a chance to learn, collaborate, and foster growth in the region's mental health initiatives. These are made possible by the contributions of our volunteers, staff, and supporters. I sincerely thank each of you!

Safeguarding Together: Financial Stability for Sustainable Development

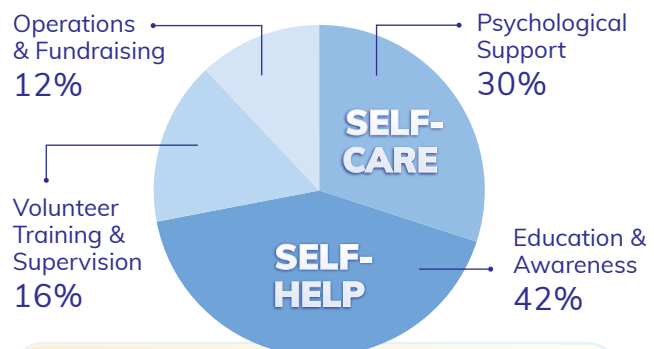
How does an NGO achieve financial stability? Public donations are undeniably key. This is not only a support for Life Line but also a recognition of Life Line's mission in this era of growing mental health needs. This hard-earned trust signifies the responsibilities we shoulder.

On the "Seeking Help" aspect, our helpline and play therapy services are expanding. Every allocation of human resources and expenditure is planned to ensure that donations are used to their fullest potential. On the "Self-Help" aspect, we have organized talks, camps, media sharing sessions, and community welfare activities. Each opportunity is carefully thought out to reach and benefit more people.

Therefore, the financial stability of an NGO depends not only on the generosity of donors but also on the contribution of volunteers, administrative team, and council committees.

In 2024, Life Line once again secured tax-exempt status – a testament to the government's recognition and support of our work. We also look forward to the APTCC in 2025 to spread the "95 Spirit" internationally.

Here, I extend my deepest gratitude to all supporters of Life Line. Your support enables us to develop sustainably and to spread the "95 Spirit" to every nook and cranny of Malaysia!



Each donation is allocated as follows:
40% to "self-help", 30% to "seeking help" and the remaining 30% to volunteer training, supervision, operations and fundraising.

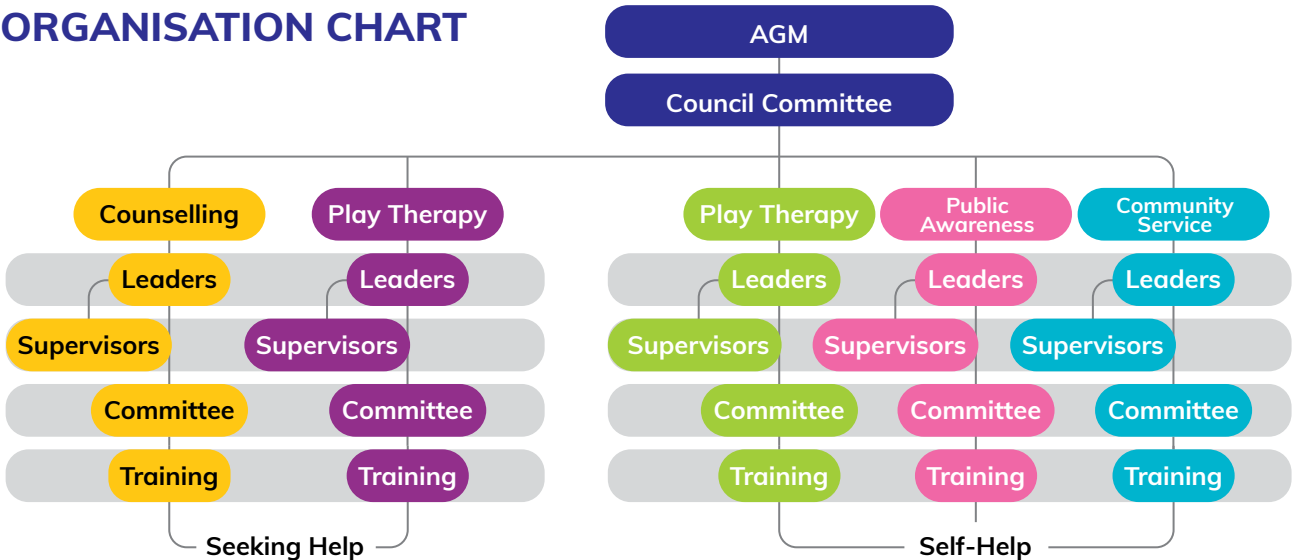
215 Volunteers, Countless Acts of Kindness

In 2024, there were a total of 215 volunteers, including 165 official volunteers and 50 interns and trainees.

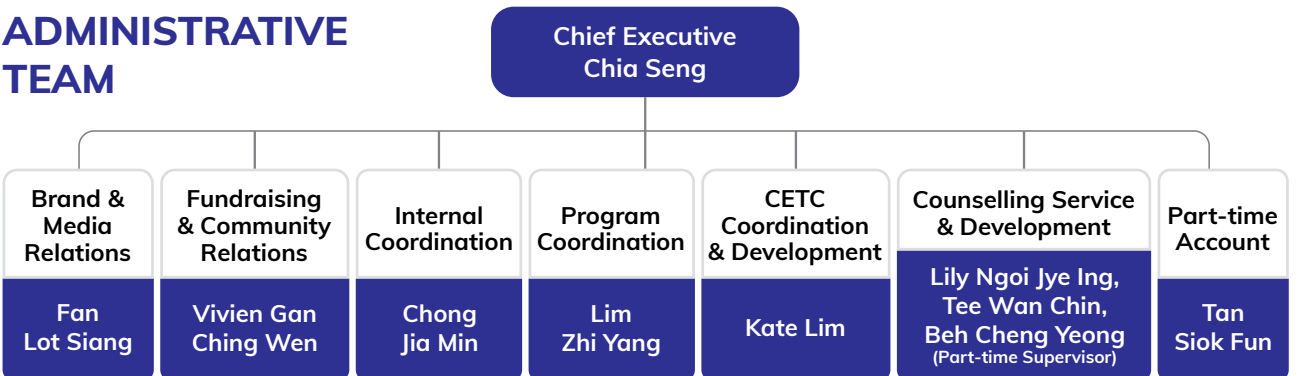
2024 TEAM LEADERS & NUMBER OF OFFICIALLY APPOINTED VOLUNTEERS

				
Counselling	Play Therapy	Social Care	Public Awareness	Community Service
96 Volunteers	16 Volunteers	20 Volunteers	15 Volunteers	18 Volunteers
Leader Tan Peik Khoo Deputy Goh Yuen Sang Hee Sze Yun Low Siok Moi	Leader Yeong Kit Ping Deputy Lim May Ken	Leader Wong Yew Wai Deputy Wu Bee Pian	Leader Liew Chooi Mei Deputy Loh Kok Weng	Leader Ng Siew Kuan Deputy Lau Dian Heng

ORGANISATION CHART



ADMINISTRATIVE TEAM



24/7
Helpline



3 Key Focus of 2024

CETC



Hearts
for Youth



In 2024, Life Line centred its focus on the three key projects above.

These projects aimed to actualise the vision

“To Protect Lives Together and Make the World a Better Place”

the effective utilisation of resources and strategic actions.

24/7 Helpline, Attending to Every Signal for Help

Providing 24/7 helpline service has always been Life Line's vision. In 2017, we established a task force to expand our counselling services, strategizing on manpower, systems, funding, and infrastructure.

In 2023, we aimed to accelerate the progress towards achieving 24-hour helpline coverage by 2025. In conjunction with our 30th anniversary and with the tremendous support of Tan Sri Dato' Dr. Kong Hon Kong, we raised RM2.6 million, providing a stable financial foundation for the plan.



Progress 1

Implementing with the Aid of Technology

Effective use of technology is a crucial strategy. We established a committee to oversee vendor selection and ensure the rigour of the procurement and development processes. Additionally, an IT committee was formed to guide and monitor system development to meet operational needs precisely.

In November 2024, our existing call center system encountered an unexpected failure. Fortunately, the new system—originally scheduled for launch in January 2025—had already completed testing and was put into operation earlier in December. Alongside this, we upgraded the computers, headsets, and network equipment. By 2025, we plan to complete software development for the counseling management system, significantly enhancing overall efficiency and service quality.

4 Core Functions of "SmartCounsel" System



Decentralization to facilitate night shift support and integrate a nationwide helpline network



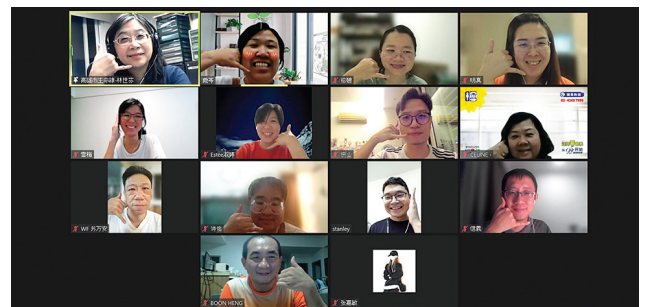
Strengthened quality and efficiency of crisis management to reduce the need for manpower



Individualised management of client's data



Analysis of big data to provide targeted prevention





Expanding the Counselling Team

We need to recruit at least six full-time, paid senior counsellors over the next two years to ensure service availability. This reliance on paid counsellors will gradually decrease as more volunteers complete their training.



Starting in 2025, the paid team will consist of three full-time senior counsellors, one part-time supervisor, and five contract-based senior counsellors. The helpline hours will be extended to six days a week (Monday to Saturday) for 16 hours a day (9.30am to 1:30am).



Strengthening Professional Capabilities



To ensure service quality, we actively train new volunteers, conduct regular on-the-job training, and produce more facilitators and reserve supervisors.



26th Counselling Volunteer Training



Face-to-face Counselling Training



Training Workshop on Suicide Issues



Case Study Training



Workshop by Fong Yee Leong. 《你背负了谁的伤》



Facilitator Training












Extension of Helpline Hours in the Past 10 Years

APTCC

The Team

3 Key Focus

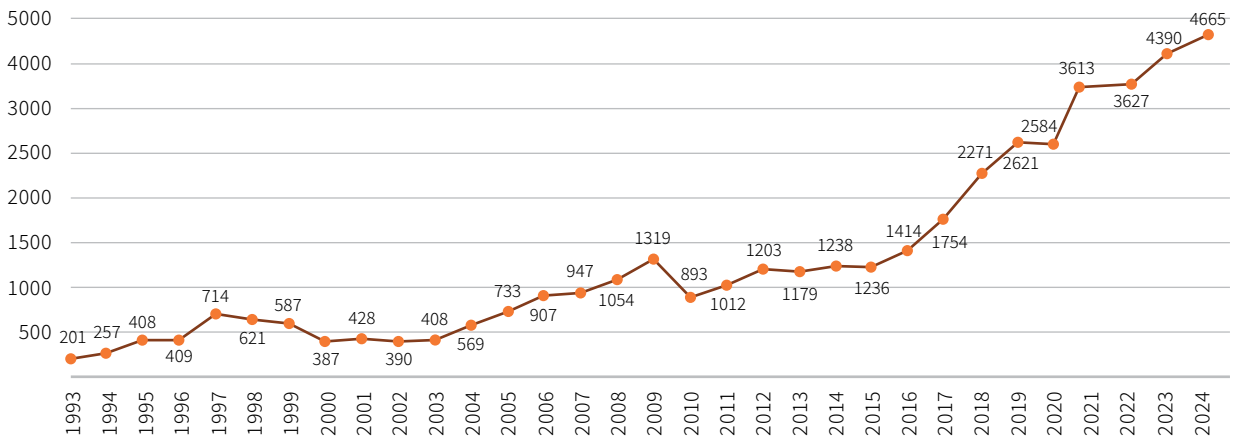
Moving Forward Together

	2015	2020	February 2025 Onwards
Helpline Hours 	 MON - FRI 7pm-10pm  SAT 2pm-5pm	 MORNING MON, TUE, THU, FRI 10am-12pm  AFTERNOON MON - FRI: 2pm-4pm SAT: 2pm-5pm  NIGHT MON - FRI: 6pm-10pm	 MON - SAT 9.30am-1.30am ↓  ↓  <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-top: 10px;"> 6 Days Per Week, 16 Hours Per Day </div>
Weekly Helpline Duration	18 Hours	35 Hours	96 Hours
No. of Volunteers	45	110	146
No. of Supervisors	10	23	25 (and 21 reserve supervisors)
No. of Help Seekers	1,236	2,584	4,655 (Data of 2024)

Longer service hours provide accessible and timely support for various groups. For example, housewives might call during the day when there are fewer people at home, whereas younger individuals or those with insomnia are more likely to call at night.



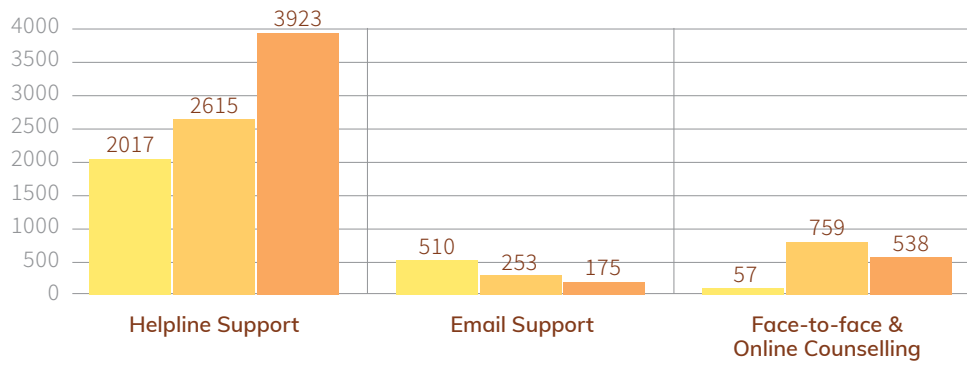
Number of Counselling Sessions Provided over the Years



The number of help-seekers has been increasing since Life Line implemented the helpline service hour extension plan in 2017. To date, Life Line has provided emotional support for more than 44,000 individuals.

Modes of Counselling Services in the Past 5 Years

2020
2022
2024

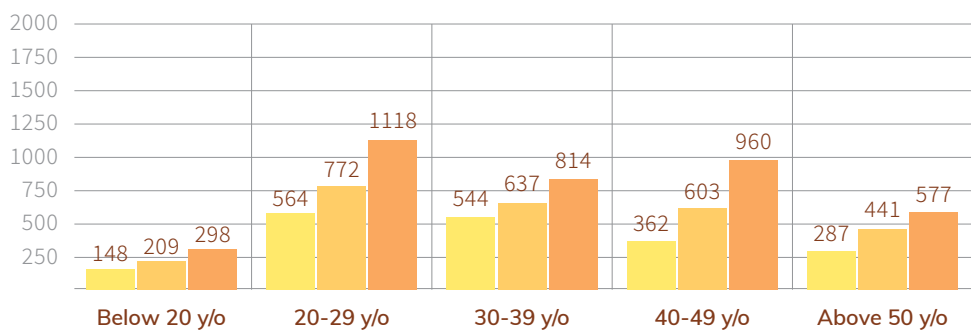


During the pandemic, we introduced video conferencing options for face-to-face counselling sessions. Therefore, the number of this service mode

increased significantly in 2022. After the pandemic, the video conferencing option was discontinued, resulting in a reduction in the number of sessions.

Age Distribution of Help Seekers in the Past 5 Years

2020
2022
2024

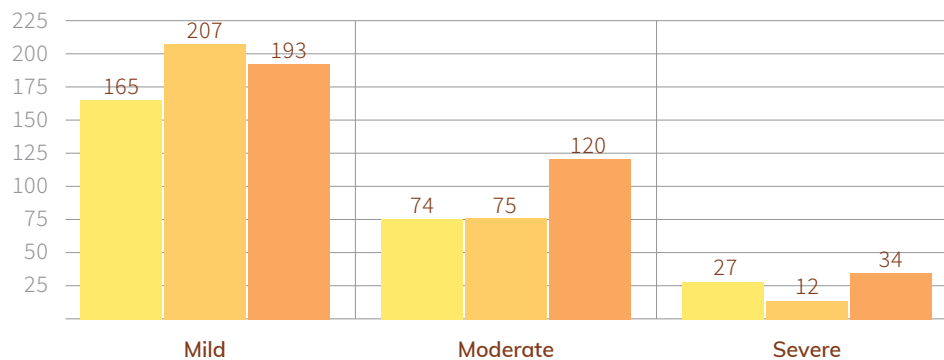


Recent data shows significant increases in help-seeking among individuals aged 20–29 and 40–49, reflecting improved mental health awareness and acceptance of counselling services in the groups

respectively. In contrast, the small increase noted among individuals under 20 may be due to a preference for alternative communication methods like texting.

Number of Help Seekers with Suicide Ideation in the Past 5 Years

2020
2022
2024



Over the past five years, there has been a noticeable rise in clients with moderate to high suicidal ideation, likely due to the extension of service hours.

Longer service hours enable these clients to call for help timely during crises.



95 CETC

In August 2022, the Counselling Education Development and Training Centre (CETC) was opened in Puchong, offering a larger space to serve as a base for training and educational outreach.

In 2024, we hosted 14 courses, all of which received a positive public response. Most courses were fully booked during the early bird period, reflecting a notable rise in public interest in mental health after the pandemic, and that the courses align with the current societal needs.

The course fees paid by the participants were used to provide stable financial support for Life Line's charity services. This means that while the participants were learning to self-develop, they were also helping others in need. Currently, CETC focuses on four key projects:



95 CETC

14 Courses

203 Learning Hours

387 Participants

01

HRDCorp-Certified Courses



Since 2019, the Malaysian Human Resource Development Corporation (HRDCorp) has certified Life Line as a training provider. Therefore, employees attending courses at the centre can have their fees covered by their company's HRDCorp levy funds.

We offer three types of certified courses, including professional counselling training for licensed counsellors to enhance their skills. Besides that, we introduced the corporate training series delivered through public and internal training sessions. These courses aim to promote workplace mental health awareness in the workplace, improve employee well-being and productivity, as well as fostering healthier and more efficient work environments.

List of Topics on Workplace Mental Health

- ✓ Empathetic Leadership
- ✓ Emotional Stability at Work
- ✓ Effective Communication within the Team
- ✓ Motivation to Work
- ✓ Developing Psychological Resilience
- ✓ Mindfulness Practices in the Workplace

Types of HRDCorp-Certified Courses

Professional Counselling Training

"Workplace Mental Health" Public Training

"Workplace Mental Health" In-house Training



Since 2018, the Malaysian Board of Counsellors has mandated that licensed counsellors complete Continuing Professional Development (CPD) courses to renew their licenses. Life Line was accredited as a training provider. In 2024, CETC offered professional training programmes such as a 12-day introductory and advanced Gestalt Therapy programme, family therapy techniques, trauma-informed play therapy, sandbox applications in play therapy, group facilitation training and more.



In conjunction with World Suicide Prevention Day, Life Line organizes the "95 Life Awareness Month" programme series every September. 2024 is the fourth year and the theme is emotional care. Highlighted events at CETC included the self-exploration workshop and a joint workshop with the Selangor Mental Health Association on caregiving guidelines for individuals with mental illnesses.



In 2025, Life Line will relaunch the SMARTSTART Pre-Marriage Education Course 2.0 at CETC in collaboration with the National Population and Family Development Board (LPPKN), continuing our commitment to family development.



The "72 Transformations Camp", a signature programme of the Social Care Team, was held as a 12-hour one-day camp for the first time at CETC. Sixty adolescents participated and learned about interpersonal communication and teamwork.



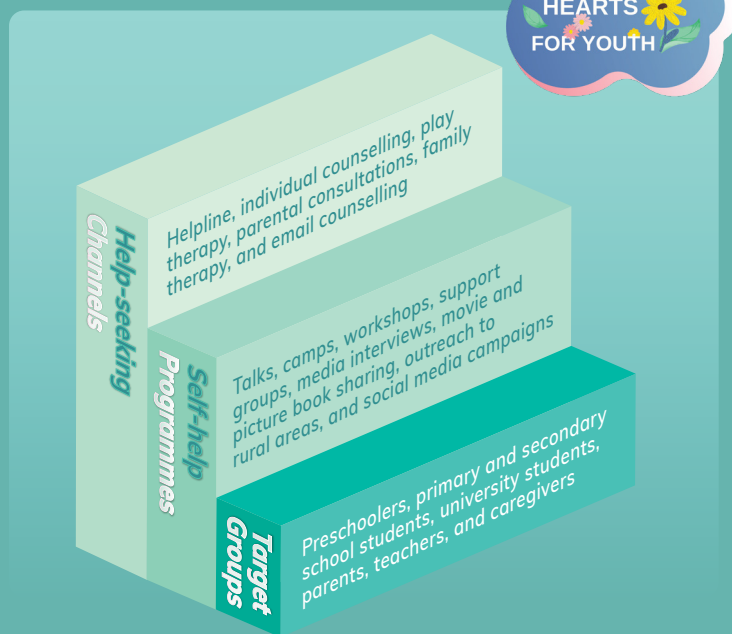
In July, CETC launched a fee-based counselling service provided by 10 licensed senior volunteer counsellors. Clients have the option to choose counsellors with specific expertise to meet their needs. The fees paid contribute directly to supporting Life Line's charity services, including the 24/7 helpline and free face-to-face counselling sessions.



Hearts for Youth

In response to the alarming statistics on children's mental health in recent years, the "Hearts for Youth" campaign was launched in 2022, featuring diverse activities aimed to reach different communities. This initiative not only seeks to raise public awareness but also aims to equip adults with the ability to build better psychological support systems for children.

Multidimensional Support Strategies



Hearts for Youth 1

95 Youth Ambassadors

The "95 Youth Ambassador" programme is Life Line's exclusive peer support training programme for adolescents. This 30-hour programme trains secondary school students to offer first-line support, active listening, and referrals.

Since its launch in 2023, the programme has trained nearly 100 students and received strong support from Lifeline International and corporate organisations. Students who participated in the programme showed significant improvements in their resilience as assessed using the Connor-Davidson Resilience Scale. Long-term follow-up also indicated emotional growth and increased confidence in supporting their peers.

Alarming Statistics on Adolescent Mental Health:



The prevalence of depression in Malaysia is 4.6%, but for those aged 16 to 19, it is 7.9% (NHMS 2023)



In 2023, one in six children (aged 5 to 15) faced mental health issues, a twofold increase from 2019 (NHMS 2023)



Among Malaysian secondary school students, one in eight had suicidal thoughts, and one in ten attempted suicide (NHMS 2022)



Between 2019 and May 2021, 51% of suicide cases involved adolescents aged 15 to 18 (Police Data, 2022)



Over the past five years, helpline calls from individuals under 20 have doubled (Life Line Data: from 153 to 304 cases)





95 Parent-Child Camp

After a two-year hiatus, the parent-child camp made its much-anticipated return! Over two days and one night, 28 pairs of parents and children spent quality time together.

They explored their family's dynamics, inner thoughts, love and warmth. These interactions often strengthen the parent-child relationships more than working with parents or children separately.



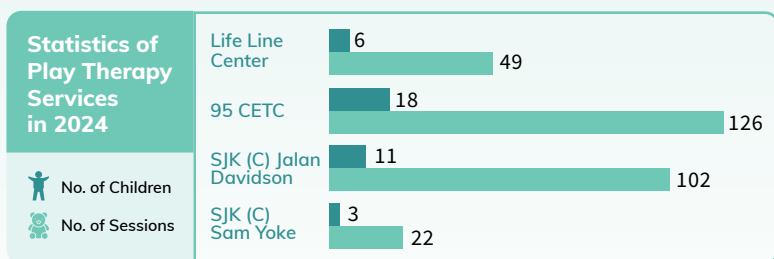
A Parent's Feedback

This was the first time my child and I joined a camp together. I realized there's still so much I don't understand about my daughter. What moved me to tears was seeing how much she has grown and how deeply she loves me. Thank you Life Line for helping me find answers I had been searching for in my heart.



Play Therapy

Since 2015, we have been offering one-on-one play therapy to help children express themselves better. This year, we provided 299 play therapy sessions to 38 children.



▼ We also collaborated with SJK (C) Jalan Davidson to organize a four-session parenting workshop. Parents learned to practise play therapy principles at home to provide quality companionship for their children.



▲ In 2024, we signed an MOU with SJK (C) Sam Yoke - KL to expand our location of service.



▲ Additionally, we successfully trained a new group of play therapy volunteers. Twenty-four of them will begin their practicum in 2025.



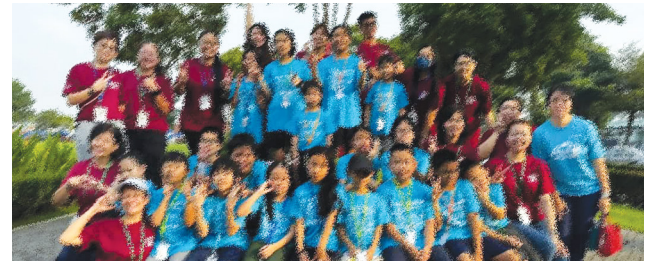


Children's Home

This year, we continued to visit and conduct experiential learning activities on the theme of "emotion exploration" for House of Joy and a shelter in Klang every two to three months. A total of 147 children benefited from these 9 visits.



The volunteers accompanied the children to learn to recognise emotions, express themselves, and care for their feelings. Support and companionship are crucial for children to achieve their potential for growth.



Movie-Sharing Session

In our efforts to promote suicide prevention, we collaborated with film companies to engage the public in discussions about emotional well-being, especially among youths.

In March, we were invited to partner with MM2 Entertainment Malaysia for a radio interview and two movie-sharing sessions on the movie "Time Still Turns the Pages". Our volunteers and their families were also sponsored to watch the movie and gain valuable insights.



In December, we were invited to collaborate with K Production on their local movie production "Big Student". We conducted three talks at SJK (C) Salak South and SMK Kepong Baru to promote stress management and self-awareness among students.

Together, We Achieve Greatness



Thank you to all our partners who bring together diverse communities to build a collaborative and mutually empowering system.

Your support enables us to create a sustainable impact, progressively realizing our vision:

“To Protect Lives Together and Make the World a Better Place.”



Dedication Award Winners

Volunteering is never an easy task - it takes effort to find a balance between personal, family, and work commitments, along with continuous self-growth.

To honour this commitment, Life Line presents the "Dedication Award" to recognize those who have volunteered for 5, 10 or more years. Their unwavering efforts and accumulated experience are invaluable assets for Life Line.



Counselling Team

25
Years of
Service

Wong Wai Fong,
Wong Su Zane

10
Years of
Service

Chong Siew Shyan,
Teay Chee Wai

5
Years of
Service

Lee Swee Ling,
Elaine Khoo Yong Huan,
En Hoo Kah, Lai Kian Tah,
Lai Yit Voon, Lee Ah Oui,
Lim Jin Huan, Tan Moo Lee,
Tan Ying Tong, Wu Bee Pian



Su Zane: I am 50 this year, receiving the Dedication Award for 25 years of service. I joined Life Line at 23, spending most of my youthful years here. What made me stay on till today is the "Life Line family" here, who have supported me through life's toughest moments: from handling my first suicide case, and facing despairing personal crises, to overcoming my illness.

Growing up moving across three countries, I never felt a sense of home - until Life Line. I gained a sense of belonging and personal value, which has kept me going despite misunderstandings and challenges. The experience I acquired here even shaped my career in women and child protection.

Seeing how far our counselling team and services have come fills me with joy. If I remain healthy for another decade, I hope to be the guiding light and support for others on this journey.



Play Therapy Team

5 Years of Service

Chia Seng



As a volunteer and staff member, I have supported the founding and development of play therapy services alongside Gim Beng, Yeng Yeng and Kit Ping for nearly a decade. It is indeed a precious experience.

Through the services, I have witnessed how children's lives can transform when they receive consistent companionship from a caring adult. This belief inspires me to strongly promote the importance of parental companionship during a child's play time.

Community Service Team

20 Years of Service

Ko Chin Wai

15 Years of Service

Lim Siew Ling

5 Years of Service

Yap Wen Shin, Chew Yong Jing, Yeong Mei Foong




Siew Ling: Every time I volunteer my service, my life is enriched with meaning, love and kindness, making my life journey more happening and fulfilling.

Social Care Team

15 Years of Service

Ho Yoke Kee, Loh Kok Weng




Kok Weng: Over 16 years, I have grown from a volunteer to a committee member, achieving self-development through helping others. Volunteering has strengthened my self-awareness, helped me regulate my mindset, and learned to adapt to challenges. Helping others is not only meaningful but also fulfilling.

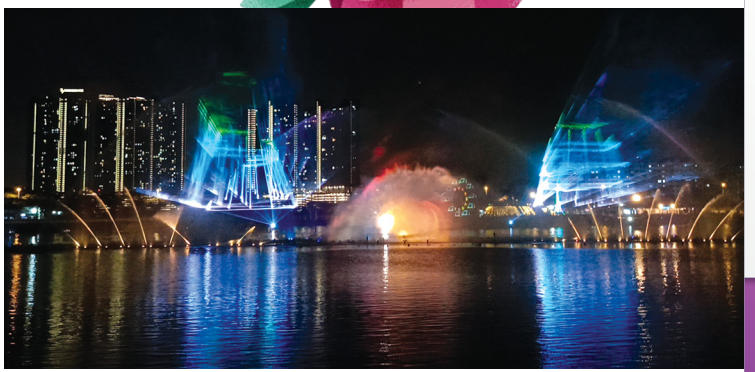
Public Awareness Team

5 Years of Service

Yap Siew Eng, Loh Kok Weng



Siew Eng: My greatest gain from volunteering is "growth and self-reflection". Through receiving feedback and have become more mature, wise, confident and patient by engaging in self-reflecting. Helping others is not a one-way giving but a two-way learning and growth. As I spread love and warmth for others, it also nurtures my own heart. Seeing how effort brings hope and brightens the way forward, I sense the warmth and wonders of life.



Government



In recent years, Life Line has maintained close ties with the government and has been invited to contribute to the relevant policies and measures. Over the years, these contributions have been increasingly recognized.



With over 18 years of service, the leader of Counselling Supervisor Kek Lay Wah was honoured with the "Counsellor Icon" award by the Malaysian Board of Counsellors for her contributions to restructuring Life Line's professional systems.



We received significant support from the Ministry of Health and the Social Welfare Department (JKM) during our application for a tax-exempt status extension. A JKM officer visited us and commended the impact of Life Line's services.



Since 2023, Life Line's services have been officially incorporated into the "Rakan Muda" programme under the Ministry of Youth and Sports, aiming to encourage youth aged 15 to 30 to participate in mental health community services.

Cross-Cultural Services



Providing cross-cultural services is one of Life Line's core goals. Every year, Life Line organises talks delivered in Malay and English in schools to promote understanding

and connections among different ethnic groups.

Since 2017, Life Line has collaborated with the National Art Gallery to organize five "Let Your Light Shine" youth art therapy workshops. The children from the Social Welfare Department also participated in the workshop this year.

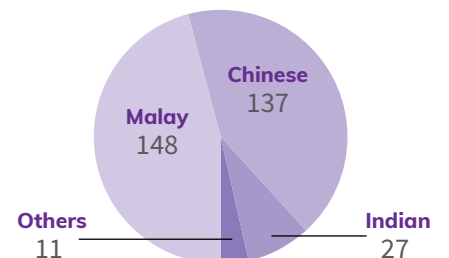


Total Impact 2017-2024

5 Workshops | 39 Schools Participated

323 Students Benefited

Thanks To The Schools For Their Long-Term Support	SMK Telok Gadong
	SMK Puteri Titivangsa
	SMK St. Mary
	SMK Bandar Baru Sentul
	SMK Seri Sentosa
	SMK Batu Unjur
	SMJK Chong Hwa





Allies 4



Schools

Life Line has been delivering school talks on bullying, career planning, emotional management, stress regulation, and family communication. Our goal is to provide life education often overlooked in school curriculums.

Talks in 2024

16 Sessions

33 Hours

3,831 Participants



Allies 5

Social Welfare Agencies

In April and August, the community service team held blood donation campaigns every weekend across six shopping malls to donate blood packs for the National Blood Center.

Our volunteers also regularly visited Tong Sim Senior Citizens Care Center to help with cleaning and assisting the elderly residents with haircuts, shaving and nail-cutting.



This year, we were invited to conduct a leadership camp at SJK (C) Kung Min for 49 students to develop teamwork and communication skills.



In response to sexual harassment and suicide incidents at two schools, 20 volunteers provided psychological support to 44 students and parents, through 12 group counselling sessions, 14 individual counselling sessions, and 4 parental consultations.

Statistics of Community Service in 2024

6 Old Folks' Home Cleaning

148 Participants

8 Blood Donation Campaigns

982 Registrations

761 Blood Packs Collected





Celebrities & Media

In 2024, we collaborated with the magazine "Feminine" for column interviews every month and attended radio programs by Ai FM as guest speakers. Thanks to all media invitations which have enabled us to spread mental health information across the nation.



49 Interviews, Raising Public Mental Health Awareness



Yeo Yann Yann Continues As A "95 Ambassador"

I have always admired the volunteers' dedication. Being able to join Life Line in promoting life awareness is also a learning opportunity for me. I wish Life Line continued success in spreading positivity to society. Thank you all for supporting Life Line. Let's protect lives together and make the world a better place.



Dato' Elaine Kang Appointed as "Life Line Icon"

We all face setbacks in life. When you feel stuck, remember to call Life Line's helpline. Many kind-hearted volunteers are ready to listen and support you. Never give up on yourself.



APTCC

The Team

3 Key Focus

Moving Forward Together



International Exchange & Partnership

In 2024, Life Line enhanced partnerships and exchanges with global partners to foster mutual learning and resource sharing.



Appointment as a Board Member of Lifeline International

In February, society affairs advisor See Soon Eng was appointed to the Constitution Review Committee of Lifeline International, tasked with revising the constitution to meet the organization's evolving needs. In June, he was elected as a board member (2024–2027), focusing on promoting international partnerships and enhancing global mental health networks.



Participation in Asia-Pacific Suicide Prevention Conference

President Choon Lee Meng, Secretary Ong San San, and Chief Executive Chia Seng attended the IASP Asia-Pacific Conference in Bangkok. Malaysia's achievements in decriminalizing attempted suicide garnered significant attention. The delegation shared their experiences and explored challenges and innovations in suicide prevention.



Supervision Training with Taiwan Lifeline International

Taiwan Lifeline International invited 13 Life Line volunteers to participate in an online advanced supervision training session conducted by Dr. Jung-Yu Tsai. During the opening ceremony, See Soon Eng and the president of Taiwan Lifeline International Tsung-Sheng Chen encouraged the participants to advance Life Line's mission and values.



Sharing of Local Youth Suicide Prevention Strategies

Chief executive Chia Seng presented Life Line's local youth suicide prevention strategies at the 10th International Child and Adolescent Psychiatry Conference. The presentation showcased the impact of "95 Youth Ambassadors" and "Hearts for Youths," earning recognition from the attendees and fostering international exchanges.



樹德科技大學
SHU-TE UNIVERSITY



International Internship Program with Taiwanese University

In August, the honorary president of Taiwan Lifeline International Prof. Yu-Chia Chen and the head of department of Shu-Te University Kuo-Ching Hsu came to Malaysia to discuss internship placement plans for social work students of the university. This is Life Line's first internship programme in collaboration with a foreign university, aiming to develop global-minded talents.



Long-Term Sponsors

Thank you to the individual sponsors, companies and foundations for your continuous support and sponsorship which has enabled us to deliver services consistently to the public.



"95 Angels" are regular small-scale sponsors. We call for 1,795 individuals to donate RM30 monthly or RM365 yearly. This contributes a stable financial support for Life Line to advance our planning on service delivery.

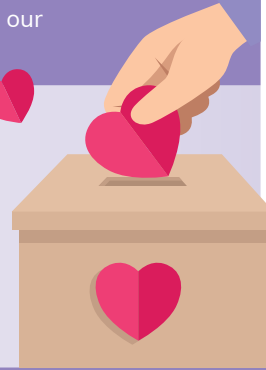
Goal for Recurring Donations

$$\begin{array}{l}
 \text{Per Month} \\
 \text{RM } 30
 \end{array}
 \times
 \begin{array}{l}
 \text{Sponsor} \\
 1,795
 \end{array}
 =
 \begin{array}{l}
 \text{Close To} \\
 \text{RM } 660,000
 \end{array}$$

 (Annual Expenses for Life Line)

$$\begin{array}{l}
 \text{Per Year} \\
 \text{RM } 365
 \end{array}$$

 RM1 Per Day



Be our
"95 Angel"

All donations are TAX EXEMPTED under Akta Cukai Pendapatan 1967 (LHDN.01/35/42/51/179.6-5851) (15 Oct 2024-31 Dec 2028)



Be a Fundraiser, Make the Call to Protect Lives!

We have launched a new Fundraising Campaign feature on Life Line's website! When you are celebrating a birthday or a special occasion, or simply raising awareness for mental health, you can use this feature easily to create a campaign and invite people around you to support Life Line.

Start Your Fundraising Campaign in 3 Simple Steps

01

Create your campaign page on Life Line's website



02

Set Your Goal

This can be a targeted fundraising amount (e.g., RM5,000) or the number of 95 Ambassadors you aim to recruit (e.g., 8 ambassadors)



03

Share your campaign link with family and friends

