



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

ANNUAL
REVIEW

2023



TO PROTECT LIVES TOGETHER AND

MAKE
THE WORLD
A BETTER
PLACE



Premium
Sponsor

富貴 NIRVANA




AMBASSADOR
Yeo Yann Yann



WE NEED 1,795 REGULAR SPONSORS!

Inviting you to become a "95 Angel", donating RM1 daily to help us assist more people and promptly respond to every distress signal. As a sponsor, you'll receive invitations to free or discounted courses, empowering others and elevating yourself. For donation details, kindly

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☐ Donate **RM365** annually

☐ Other Amount / Frequency



Help is as Close as A Phone Call

HELPLINE

03-4265 7995

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011-5779 5803 / 011-5779 5813

FACE-TO-FACE COUNSELLING

Appointment required on the website

EMAIL COUNSELLING

counselling@lifeline.org.my

**Please visit the official website for the latest counselling hours*

Association Office

No. 1-3, 3rd Floor, Jalan Jelatek 1,
Pusat Perniagaan Jelatek,
Setiawangsa,
54200 Kuala Lumpur.



Counselling Education Development and Training Centre (CETC)

6F-27, IOI Business Park,
Bandar Puchong Jaya,
47170 Puchong Jaya,
Selangor.



     **lifeline7995**

 **www.lifeline.org.my**

  **03-4266 6195**

 **admin@lifeline.org.my**

WhatsApp Broadcast



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ALL DONATIONS ARE TAX-EXEMPT

Tax exemption as defined under sub-section 44 (6) of Income Tax Act 1967

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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

ABOUT US

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 suicidal 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

MISSION

- We value humanism, support and learn from each other and seek and perform the meaning of life through giving.
- We actively promote the 95 Spirit, enhance the public's self-help ability, and raise awareness of seeking help.
- We keep pace with the times to ensure continued development and provide professional ethical services to the community.
- We comply with the rules and utilise public donations effectively to achieve maximum social benefits.
- We cherish the contributions of committees, volunteers and staff, and regularly review and take care of each other's physical and mental needs.
- We uphold Life Line as a helping platform, and jointly implement the vision and goals of helping others.

Secondary Prevention
Psychological Support

- ♥ Counselling
- ♥ Play Therapy

SEEKING HELP





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Life Line Association Malaysia
Persatuan Life Line Malaysia

Honorary Life President

3

The Team

24/7 Helpline

Hearts for Youth

Moving Forward Together



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

2023-2026 14TH COUNCIL COMMITTEE



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



President
Choon Lee Meng



Deputy
President
Chua Chee Heng



Vice
President
Wong Su Zane



Vice
President
Ng Fong Shiang



Secretary
Ong San San



Assistant
Secretary
Lim Siew Ling



Treasurer
Khor Phei Cher



Assistant
Treasurer
Ko Chin Wai



Committee
Loh Kok Weng



Committee
Tiew Hock Chuan



Committee
Ooi Gaik Ean



Committee
Heng Lik Ling



Committee
Wong Yew Wai



Committee
Yee Yeng Yeng



Committee
Tan Peik Khooon



Committee
Chong Siew Shyan



Committee
Lee Kim Keat



Committee
Yee Chich Ho



Committee
Poh Kim Pheng



Committee
Yeoh Hock Choon



Committee
Soh Ban Aun

Consolidating the Five Pillars, Effectively Safeguarding Lives

Choon Lee Meng / President
01.01.2024



In 2023, Life Line celebrated its 30th anniversary. Coincidentally, the key committee of the 14th board has an average age of 43, marking the youngest committee board. Therefore, we aspired to introduce a more forward-looking perspective, allowing the association to develop independently and sustainably in its thirties. I am grateful to the past committees and volunteers. Based on everyone's efforts, we formulated the association's development around five pillars.

Firstly, suicide prevention. Starting in 2020, we launched "95 Life Awareness Month" with the slogan "Towards Zero Suicide, Starting from 95." The goal was to draw public attention to this sensitive issue for a month, and indeed, we have seen its effectiveness.

So, in conjunction with the 30th-anniversary celebration, the board decided to expedite the extension of the helpline and achieve the goal of 24 hours by 2025. Fortunately, with the strong support of the honorary life president, Tan Sri Dato' Dr. Kong Hon Kong, this goal is finally on its way to realization.

Secondly, we are working on system upgrading. We are establishing a CRM system to replace manual work, more effectively handling data for clients, sponsors, participants, and volunteers, supplemented by statistical analysis results to enhance the efficiency of operations.

Thirdly, financial sustainability is also a crucial pillar. Efforts in this area include recruiting 1,795 "95 Angels", offering profitable courses at CETC, and ensuring the tax-exemption status. Only with a stable financial foundation can the association provide consistent services and launch long-term development plans for society.

Furthermore, we emphasize the improvement of organizational capability. Volunteers have always been the core resource, allowing us to provide substantial and long-lasting assistance services. Hence, we actively consolidate the growth and well-being of our volunteers, by providing management and leadership training, strengthening service guidelines, and more.

The fifth pillar is advocacy, national leadership and international engagement. In recent years, we have facilitated collaborations with government, NGOs and international entities. Apart from resource integration, we also aim to drive advancements in mental health policies. In 2025, we are honoured to host the 18th Asian-Pacific Telephone Counseling Conference. This marks the association's first time taking on such an international event, providing an opportunity to showcase the beauty and strength of Malaysia to international partners.

I believe that, by adhering to these five pillars, we will excel in safeguarding lives.



Discovering the Courage in Self-Help and Seeking Help

Ong San San
Secretary

01.01.2024



Your support keeps the 95 spirit thriving!

Khor Phei Cher
Treasurer

01.01.2024



In the post-pandemic era, people's lifestyles have undergone significant changes. For instance, while online communication has brought convenience, it has also made people feel more distant, lonely, and helpless. "Self-help" and "seeking help" have become crucial awareness for survival and development, and the underlying courage is commendable. In 2023, we are pleased to witness numerous instances of self-help and seeking help.

Starting with "seeking help," influenced by the overall environment and the efforts of the association, the number of counselling clients exceeded 4,000, surpassing the milestone of 3,000 reached in 2021. With the complete reopening after the pandemic, we had the opportunity to benefit more children, resulting in more than 60% increase in the number of children receiving play therapy.

In the "self-help" aspect, unlike the heightened focus on mental health issues at the beginning of the pandemic, societal attention has shifted back to various aspects of daily life. As a result, there has been a relative decrease in large-scale lectures, live broadcasts, and media interviews. Instead, more in-depth and longer-duration workshops have taken precedence. Additionally, with the resumption of physical group activities, the number of beneficiaries in the Social Care and Community Service Team has significantly increased.

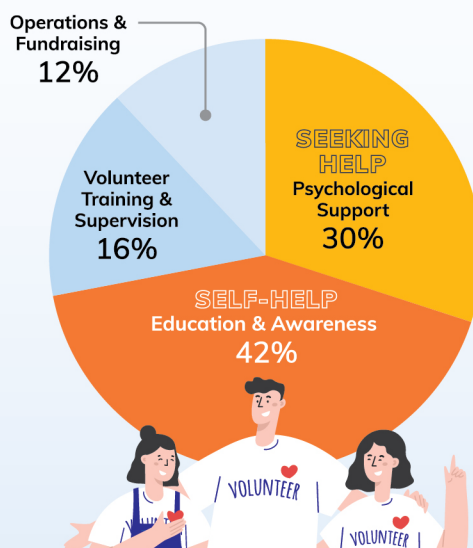
Beneath these data, we recognize the courage and value placed on life. We aspire to leverage "self-help" and "seeking help" as mutually reinforcing and coexisting forces, working hand in hand to create a better world amidst challenges.

Yearly Achievements	2021	2022	2023
Seeking Help	Psychological Support		
Mental Health Support Number of Sessions	3,613	3,627	4,390
Play Therapy Number of Sessions	61	164	267
Self-Help	Education & Awareness		
Public Awareness Number of Participants	12,265	6,170	6,943
Public Awareness Number of Media Interviews	175	77	70
Social Care Number of Teenagers Benefited	103	177	363
Community Service Number of Participants	1,503	710	1,214

The year 2023 marked a transitional period for us. We express our gratitude for all the support that helped us navigate the challenges posed by the pandemic, steadfastly serving the community amid the storms.

It also symbolized a period of new beginnings. In 2023, we set the ambitious goal of establishing a 24-hour helpline. This entails the need for a stable workforce for handling cases, swiftly extracting preliminary information from callers, coordinating emergency resources, and notably, ensuring professional competence and personal growth among volunteers. All these considerations come with meticulous planning and financial expenses. We are honoured to successfully raised RM2.6 million as the critical base for this ambitious project.

Lastly, I would like to appeal to everyone for further support. We still need to find 1,795 "95 Angels" to provide regular small-scale donations. Alongside the implementation of the 24-hour helpline, we still need a stable source of funds to drive various programs. Every blessing from all of you will allow the "95 Spirit" to develop more sustainably and spread further.



Each donation contributes 40% to "self-help," 30% to "seeking help," and the remaining 30% to volunteer training and supervision, as well as operation and fundraising.

In 2023, there are a total of 251 volunteers, including 166 official volunteers and 85 interns and trainees. The total service hours of all teams reached 15,760 hours in the year 2023.



251
Volunteers' Effort



15,760
Hours Dedicated

2023 TEAM LEADERS & NUMBER OF OFFICIALLY APPOINTED VOLUNTEERS

Counselling	Play Therapy	Social Care	Public Awareness	Community Service
Leader Tan Peik Khoon 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 Tay Ee Vern	Leader Liew Chooi Mei Deputy Loh Kok Weng	Leader Eddie Ng Siew Kuan Deputy Lau Dian Heng
91 Volunteers	13 Volunteers	17 Volunteers	17 Volunteers	28 Volunteers

ORGANIZATIONAL CHART



ADMINISTRATIVE TEAM

Chief Executive / Chia Seng					
Counselling Service & Development	Brand & Media Relations	Program Coordinator	Fundraising & Community Relations	Internal Coordination	Account
Beh Cheng Yeong Lily Ngai Jye Ing	Fan Lot Siang	Yee Kyte Wie	Vivien Gan Ching Wen	Chong Jia Min	Koh Bin Yee



马来西亚生命线协会 (PPM 009 14 08041993)

Life Line Association Malaysia
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24/7 HELPLINE
**Attending to Every Signal
for Help**

EXCEEDED FUNDRAISING TARGET WITH THE LEAD OF TAN SRI KONG HON KONG



Providing a 24/7 helpline has always been Life Line's vision. In conjunction with the 30th-anniversary celebration, we targeted to fundraise RM2 million to actualise this goal by 2025.

Upon knowing this, our honorary life president, Tan Sri Dato' Dr. Kong Hon Kong immediately donated RM1 million. In addition, Tan Sri initiated a "one-to-one" sponsorship model, whereby Tan Sri donated an equal amount of the funds raised. Finally, we raised a total of RM2.6 million, securing a financial foundation for this project.



“

Nirvana has begun supporting Life Line since 10 years ago. This is not only because our corporation shares the same “people-oriented” philosophy but also because we understand the helplessness of losing one's loved ones. Everyone deserves care which can be life-saving during critical moments in life.

In this post-pandemic era, all of us, especially the younger generation who focus our pursuit on a materialistic lifestyle, should not neglect the importance of mental health.

Saving lives is an act of immeasurable merits. I wish to take this opportunity to thank everyone who has contributed to Life Line.

Tan Sri Dato' Dr. Kong Hon Kong

”

HGH CONVENTION CENTRE



Thank You for Actualising Our Dream

At the call of Tan Sri Kong Hon Kong, we received support from more than 50 Ambassadors of Hope, Courage and Illumination to actualise the anticipated 24/7 Helpline.

AMBASSADOR OF HOPE

Tan Sri Dato' Dr. Kong Hon Kong
Malaysian Chinese Language Council
Kong Long Huat Chemicals Sdn Bhd
Mr. and Mrs. Oh Siang Hwa
Kua Poo Hoo

Datin Sri Teh Hooi Tyug
Malaysian Social Entrepreneurs Foundation
Datuk Seri Dr. Eng Wei Chun
Datuk Tee Guan Pian
Tan Sri See Hong Cheen

Taiwan Lifeline International
Tan Kean Huat
Ding Chiu Hiong
Lee Seang Hock

AMBASSADOR OF COURAGE

Dato' Lee Tek Mook
Dato' Sri Winson Chong Wen Ming
Dato' Dr. Lye Wing Voi
Tiew Soon Aik
Optic World Enterprise Sdn Bhd

T7 Global Berhad
Chen Yu Jia
Persatuan Kebajikan Chui Sui Malaysia
Persatuan Wanita Prihatin (Warm Heart)
3 Point 1 Classrooms

AMBASSADOR OF ILLUMINATION

Dato' Ong Soon Ho
Koh Kok Leong
Neo Lee Ling
Wong Kam Chiew
Chang Hsiu Hui
Tan Sri Datuk Tee Hock Seng, JP.
Dato' Sri Dr. Tan Cheng Chai
Datuk John Lee Kim Tian, JP.
Lee Seang Yik

Datuk Yap Pit Kian
Choon Kim Pon
Vong Kwee Far
See Chin Wang
Tee Poh Mooi
Teh Choon Hong
Lan Chee Kong
Liew Zhong Hui
Yow Kwee Chin

Chan Kheng Fai
Tang Weng Tim
See Cherng Jye
Png Chiew Chuan
Gwee Kai Pin
Magnum Corporation Sdn Bhd
YTS Tools Industry Sdn Bhd
Ban Seng Plastic Industries & Assembly
QS Dental Supply Sdn Bhd



STRATEGIC PLANNING

In 2017, a working committee was established to implement four main strategies on manpower, system, finance and facilities to extend counselling service hours. This year, the committee set two key strategies to speed up the implementation process and to ensure the accomplishment of the 24/7 helpline by 2025.



STRATEGY 1

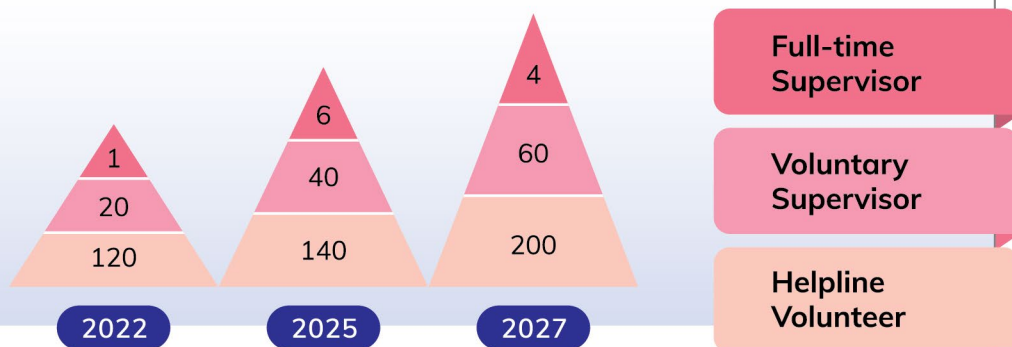
Develop “SmartCounsel” Helpline and Data System

4 Main Functionalities:

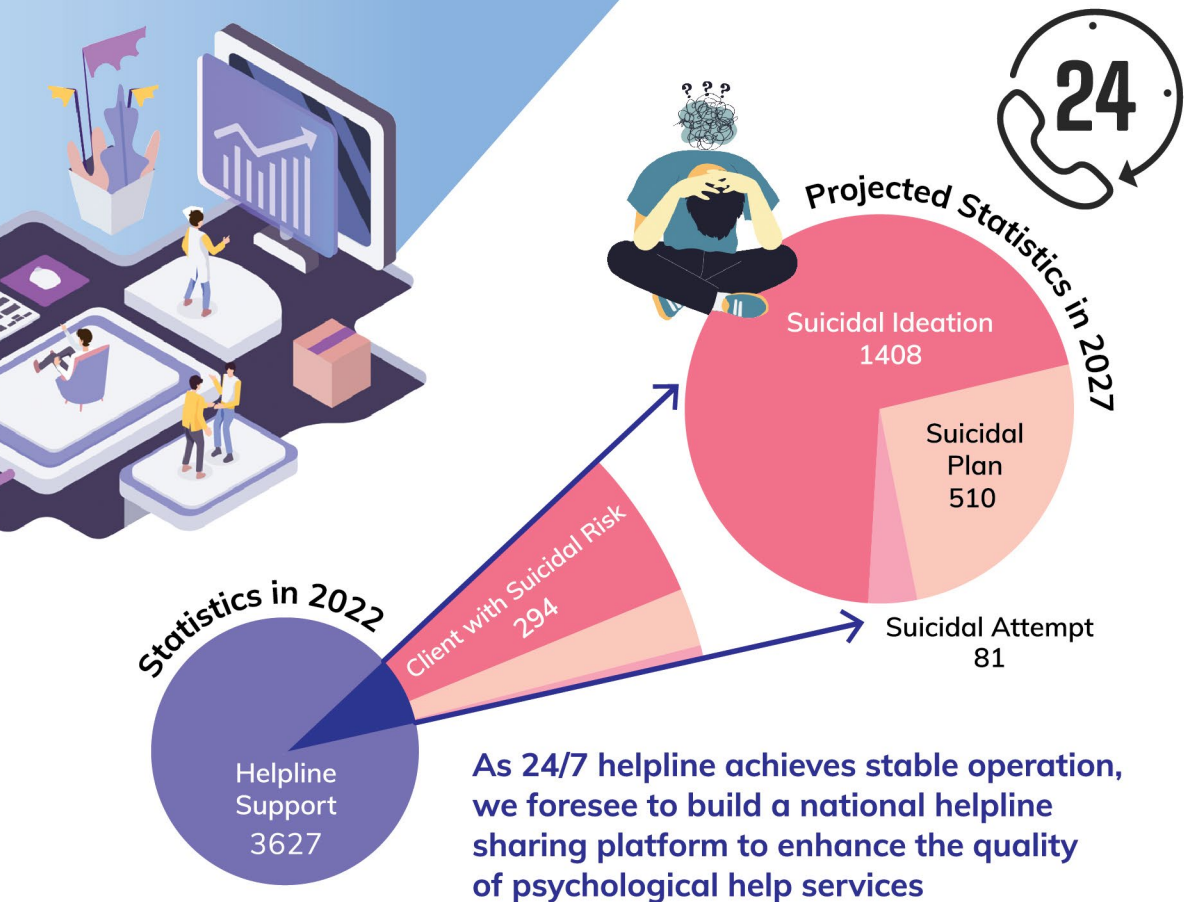


STRATEGY 2

Expand Full-Time Supervisor Team



Helpline's Manpower Projection: Increase the number of full-time supervisors from one to six to ensure sufficient manpower in the short-term; subsequently, the need for full-time supervisors will be replaced with voluntary supervisors.



Support
25,000
Individuals Yearly



Support
2,000
Individuals with
Suicidal Ideation

Benefit
6 Times
More Individuals
from B40
Population

Support the "24/7 Helpline" Project!

Bank Account

Hong Leong Islamic Bank
2400 1000 342
Persatuan Life Line Malaysia

Please **WhatsApp** the transaction proof to **011-1092 1995** to obtain a tax exemption receipt

Online Transfer



You can also easily initiate crowdfunding for us on our website! Invite your family and friends to safeguard lives!

PROGRESS OF 2023

To accomplish the goal of 24/7 helpline by 2025, we commit to executing all plans as set.



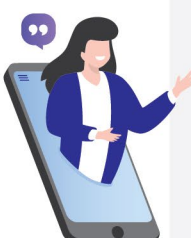








PROGRESS
01

Extending Helpline Hours, Making Help More Available

Since 2017, we have been extending helpline hours beyond evening shifts. Averagely every half a year, we introduce a new shift in the daytime. We have received continuous support in expanding the team to realise these extended shifts.

However, helpline hours during the day were still limited by the insufficiency of manpower. This year, we hired full-time counsellors. Beginning in October, helpline are available continuously for 13 hours, from 9.30am to 10.30pm. Additionally, we are running trials to set up a late-night shift fortnightly on Fridays from 10.30pm to 1.30am.

Results of Helpline Hours Extension in Recent Years

	2016	2020	2023
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 6pm-10pm	 MON - FRI 9.30am-10.30pm  SAT 2.30pm-5.30pm  LATE-NIGHT HELPLINE 011-57795803, 011-57795813 FORTNIGHTLY ON FRIDAYS 10.30pm-1.30am
Weekly Helpline Duration	18 Hours	35 Hours	69.5 Hours
No. of Volunteers	45	110	138
No. of Supervisors	10	23	25 (and 22 Reserve Supervisors)
No. of Help Seekers	1,414	2,584	4,390

With the efforts and support of all parties, extending the helpline hours enables help to be given timely.



PROGRESS 02

Connecting with the Government, Enhancing the Efficiency of Crisis Management

In September, MCMC approved our application for the helpline shortcode. In the future, the public can dial a simple number of "15995" to seek help. This number also phonetically resembles the phrase "love me, save me" in Mandarin.



Towards the end of 2022, the Ministry of Health introduced the "Talian HEAL 15555" under NCEMH. We visited the ministry in August to explore the integration of the helpline systems to offer help to the needy without requiring them to make multiple calls.

We visited MERS 999 twice to strengthen collaborations on crisis management, in time connecting high-risk individuals to emergency support.



PROGRESS 03

Strengthening Professional Competency

The counselling team organised various on-the-job training and improved the operations of crisis management to effectively handle the increasing need for help.



01

Training workshops on suicidal cases



04

Prof. Chen Chin-Yen conducted training for counselling supervisors



05

Discussion on the improvement of crisis management operations



02

Dr Tan Joo Siang conducted client management training



06

The training included care for volunteers' mental well-being



03

Graduation of the 2nd batch of reserve supervisors



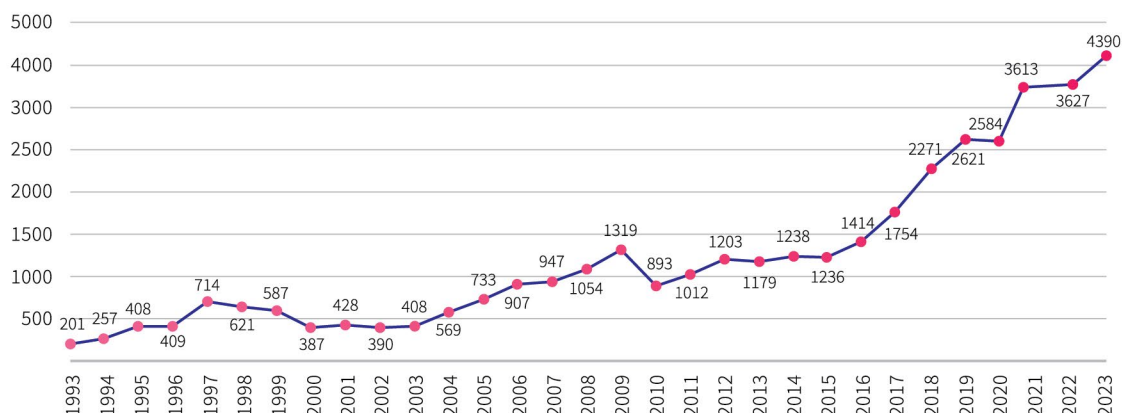
07

Face-to-face counselling training

2023'S COUNSELLING SERVICES STATISTICS

"Help is as close as a phone call" is the belief we have always upheld. We hope that whenever anyone feels lonely or faces difficulties, we can provide timely companionship. For more than 30 years, we have stayed true to our mission and accompanied over 39,000 individuals through challenging times to date.

Statistic on Sessions Provided Over the Years



Amid the pandemic, we had actively promoted the "95 spirit" and continuously extended the operating hours of helpline services. As a result, the number of people seeking help has significantly increased, surpassing 3,000 cases in 2021 and once again exceeding 4,000 cases in 2023.

Total Sessions of Mental Health Support in 2023



Helpline Support
3,449 Sessions



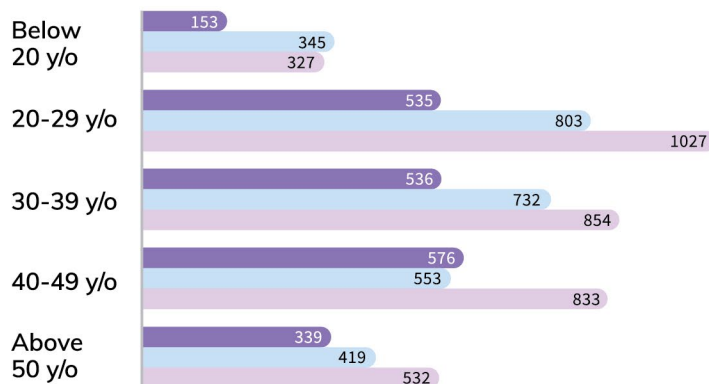
Email Support
259 Sessions



Face-to-face and Online Counselling
682 Sessions (189 Clients)

Age Demographics of Clients in the Past 5 Years

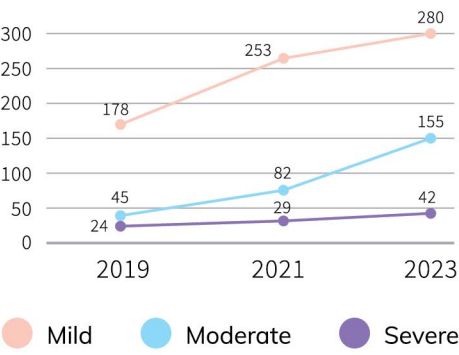
● 2019 ● 2021 ● 2023



There is a notable absence of increased requests from those aged 20 and below. It can be inferred that, aside from lower awareness of seeking help within this group, phone calls might not be the most convenient means for them. Notably, individuals aged 20-29 represent the highest number of help-seeking cases, indicating a higher acceptance of counselling among the younger generation.



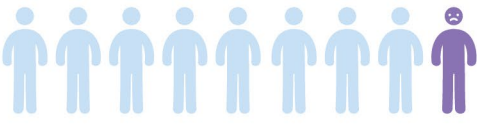
Statistics on Severity of Suicidal Thoughts



There was a significant increase in individuals seeking help with suicide risk in 2023. This may reflect the worsening post-pandemic psychological distress, placing a tremendous burden on citizens' psychological well-being. The "95 Plaster" launched in March, along with suicidal decriminalization in May, has greatly increased public willingness to seek help. Furthermore, in October, we expanded the helpline duration, allowing individuals to seek assistance immediately when they have suicidal thoughts.

In 2023, of Every 9 Clients, 1 of Them Has Suicidal Thoughts

10.9%



2022 Every Week We Assisted



4 Low-risk Clients



1.7 Medium-to-High-Risk Clients

2023 Every Week We Assisted

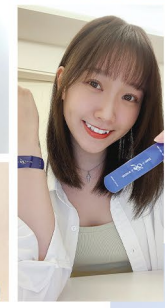


5.4 Low-risk Clients



3.8 Medium-to-High-Risk Clients

This year, we provide timely support to nearly 4 individuals at medium to high risk per week, which is more than twice that of 2022. This indicates that more individuals are willing and courageous enough to seek assistance during their most challenging and struggling moments.



HEARTS FOR YOUTH





YOUTH AMBASSADORS

Peers are often the first to know about the problems teenagers face. Therefore, we have launched the "95 Youth Ambassador" program to help students enhance their abilities and awareness in providing timely and effective support to peers.

This program has gained recognition and full sponsorship from Lifeline International. In 2023, we completed an open session, with students recommended by counselling teachers from 12 schools, and an in-school session, training the committee of the Counselling Society at Chong Hwa Independent High School, KL.

The training lasted over 30 hours, conducted entirely in small groups, featuring diverse learning modes such as group games, experiential activities, art creation, sharing sessions, skill practice, and case analysis.



Student Feedback

In the past, I was often overwhelmed by stress, giving myself too much pressure because of others' words. After training, although I am still affected by others' words, I can now slowly adjust my mentality and learn to let go of unnecessary pressure.

A friend recently called me, saying his mom had left home, and he felt helpless. It was late, and he thought of me. I used empathy and open-ended questions, staying with him until his dad returned home. I found these skills crucial; a single word or expression of care can reignite hope in others!



THE IMPACT

A total of 56 students completed the training. Through the Connor-Davidson Resilience Scale assessment, participants' psychological resilience scores increased significantly from 36.03 to 43.37 after training.

Parent Feedback

After the training, I feel he has become more confident and cheerful, and I've noticed positive comments from his classmates.

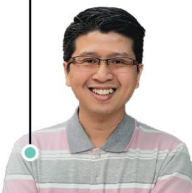
My child has always been 'stubborn' at home, and every adjustment of bad habits took a long time. After the training, I found that when I kindly remind him, he is more willing to listen and adjust. I am also pleased to see him making small efforts in trying to make more friends.

Learning to Be A Companion

4.0

Four sessions of "Learning to Be A Companion" have been organised since 2020. This year, six charitable webinars, themed "Hearts for Youth," continue learning online from overseas mentors, allowing participants to gain three forms of companionship—understanding how to accompany teenagers, self-accompaniment, and at the same time, the donated funds enable the Life Line to accompany more young people.

Dr. Lo Yao Ming



Wang Jung Yi



Dr. Yeung Ka Ching



Dr. Wu Li Yun



- ♥ Application of SFBT in Crisis Intervention for Adolescents
- ♥ The Anxiety and Self-Care of Modern Parents
- ♥ Harmony and Easy Resolutions
- ♥ The Social Anxiety of Young People
- ♥ How to overcome impact from the family of origin
- ♥ Application of SFBT in Adolescent Study Anxiety

95 LIFE AWARENESS MONTH 3.0

救吾



In conjunction with September 10, "World Suicide Prevention Day," we promoted the "95 Life Awareness Month in September for the third time. The series of activities include a 30th-anniversary luncheon, the "Let Your Light Shine" art therapy workshops, a workshop on marriage counselling, and the 95 Life Awareness Camp.

Themed "Let Every Voice Be Heard," we guide the campers aged 17 to 26 to return to the simplest and most powerful form of communication—listening, through an 8-hour immersive experience. They deeply feel how good it is to be listened to and, upon returning to daily lives, they are more willing to listen to others.



Among Malaysian high school students, 1 in every 8 has experienced suicidal thoughts, and 1 in every 10 has attempted suicide.

72 TRANSFORMATIONS CAMP

The Social Care Team organised the "72 Transformations Camp" in November, marking a return after a four-year hiatus due to the pandemic. With the theme "Against the Wind," 40 volunteers accompanied 110 adolescents aged 10 to 14 to explore courage, addressing the psychological challenges. The parent-child activities were well-received, allowing parents to recognize their children's strengths and embrace and care for them more deeply.



CHILDREN'S HOME

This year, we provided four sessions of the "Satir Self-Esteem Bag" experiential activities for House of Joy. Our intern volunteers guided the children to explore internal resources and enhance self-esteem. We also explored collaboration opportunity with the Pertubuhan Kebajikan Wanita & Keluarga Abundant Ark S'gor and a shelter in Klang. Additionally, volunteers also conducted street visits for the first time at Pavilion Bukit Jalil, reinforcing parents' correct understanding of the developmental needs of children.



PLAY THERAPY

We also provide one-to-one play therapy for children, assisting them in alleviating psychological distress and expressing emotions, rediscovering laughter and courage in their growth. In 2023, we conducted a total of 267 sessions for 37 children. Additionally, we conducted Filial Play Therapy Groups in Chinese and English respectively, guiding parents to incorporate the elements of play therapy into daily parenting.

2023 STATISTICS

 Number of Children

 Number of Sessions

CETC

7 55

Association Office

19 148

SJKC Jalan Davidson

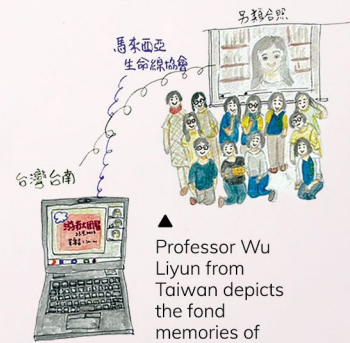
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▲ The new committee.



▲ Parents and teachers learn to understand the life experiences that children express through play.



▲ Professor Wu Liyun from Taiwan depicts the fond memories of monthly online supervision in an illustration.



"LISTEN" REMOTE AREA INITIATIVE

 10 Programs

 1,283 Participants

This program was suspended for three years due to the pandemic. Upon its relaunch, instructors travelled to three locations: Kota Kinabalu, Dungun and Langkawi. The topics covered included internet addiction, career exploration, emotional care, and stress management. Additionally, parents were guided on enhancing parent-child relationships.



HEARTS
FOR YOUTH

In 2019, a total of 424,000 children in Malaysia faced mental health issues.

TOGETHER, WE ACHIEVE GREATNESS!

Grateful for the support from all partners,
Life Line is in fact a collaborative system shaped by diverse communities
influencing and achieving together.
Together, we are working towards a sustainable development force,
step by step, moving closer to the vision of zero suicide.



DEDICATION AWARD WINNERS

The Team

24/7 Helpline

Hearts for Youth

Moving Forward Together



10

Years of Service

Social Care Team

Khor Phei Cher &
Eng Pei Ling

Eng Pei Ling



I want to express my gratitude to my beloved family, who has always been so supportive and a constant source of strength for me. I am thankful to Life Line for providing the opportunity to contribute while allowing me to continuously enhance myself. Thanks to every child I've encountered, I've come to realize that as long as you are willing to listen and provide heartfelt companionship, you will undoubtedly receive surprises.

Lastly, I want to thank all of you in the Social Care Team who have been like family to me. We've planned activities together, served as facilitators, worked tirelessly for the children's home and youth camps, and grown together. In this journey, there were laughter and moments that touched our hearts, tears as well as sweat. Meeting all of you has been my blessing!

20

Years of Service

Counselling Team

Yee Yeng Yeng

Yee Yeng Yeng



Life Line has become a second home to me. Reflecting on the past 20 years, my fellow volunteers have been providing the warmth, acceptance, permission, and companionship that have allowed me to endure.

Since August 2000, my husband's successive strokes have compelled me to navigate the world alone with our four sons, losing my lovely reliance on life. My heart harbored a considerable amount of pain and resentment. Life became exceptionally tough, marked by numerous hospital visits, a continuous regimen of medication, the strain of tuition fees, and the weariness of caregiving. One day, I came across a newspaper ad recruiting volunteers for Life Line, marking the beginning of a meaningful connection.

Despite the weekly challenges, I persevered in my service, never entertaining thoughts of giving up. While listening to the clients, I discovered that I was not the most miserable. I have gained valuable insights from them, and their timely reminders have not only enlightened me but also facilitated the application of acquired skills at home. This has resulted in a deeper understanding of my husband's strengths and struggles. I am grateful to my family for instilling in me a profound sense of life's meaning.

At Life Line, my voice resonates, my story becomes visible, and I am nurtured. I extend my gratitude to everyone who has played a role in my life. Bless you all!

Counselling Team

Wong Yoke Leng,
Lian Chee Sim,
Lim Soo Kiam,
Tan Sin Yin, Tan Ek Sin,
Chan Toh Theng,
Beh Cheng Yeong

Beh Cheng Yeong



I did not understand emotions at the beginning. Starting from ground zero, I embarked on a journey of self-discovery, learning step by step about self-awareness, self-affirmation, and self-care. Gradually, I found my way back to my true self, transforming into the person I am today.

I am immensely grateful for the support of my peers. Special thanks to Su Zane and Chee Wai. It was their recognition that allowed me to continue learning as a counselling volunteer, even providing me with the opportunity to transition to a full-time counselling job at the age of 38. Additionally, I deeply appreciate the spirit of lifelong learning exhibited by my peers. Regardless of age, they continue to approach learning with humility, a quality that I find truly admirable.

5

Years of Service

Public Awareness Team

Hee Sze Yun, Yeo Yan Hoon,
Wong Yoke Leng

**Wong Yoke Leng**

I am deeply grateful for the nurturing environment provided by Life Line, particularly the Public Awareness Team, realizing that being "talkative" is indeed a valuable skill. This platform allows my unique qualities to be maximized and contributed to society.

Reflecting on a significant upheaval in my family during high school, I serendipitously came across weekly articles on mental health by Leong Huey Mei, a clinical psychologist (now deceased), in the newspaper. Her insights provided me with great strength and inspired me to pursue studies and a career in the field of counselling. Today, having fulfilled that dream, I am thankful for everything I have encountered. As the saying goes, "the sun transmits warmth; you and I can be that sun."

**Play Therapy Team**

Ong Lian Bing, Fong Chai Ling

Fong Chai Ling

In these 5 years, what particularly touched me was during the MCO period when we continued to offer play therapy online. The committee members convened to brainstorm solutions, involving designing games using Excel and Word, searching for suitable online games, and training volunteers to use Zoom and WeChat. Eventually, we initiated online play therapy.

We engaged with our clients through online games, crafts, and drawing. Throughout the process, we affirmed the children's abilities, boosting their confidence. I want to express gratitude to the generous donors whose contributions enabled volunteers to continue learning and training regularly with Taiwanese trainers. Thank you for making a difference in the lives of these children.

5

Years of Service

Counselling Team

Teh Chong Eng,
Chow Chui Yoke, Chia Seng,
Low Khuan Hui, Koh Bin Yee,
Ng Huai Peng, Low Siok Moi,
Goh Yuen Sang

**Goh Yuen Sang**

I have a deep passion for counselling. Ten years ago, I had to leave my counselling job due to family reasons. However, fate had other plans, and I had the opportunity to connect with Life Line, allowing me to continue doing

5

Years of Service

Community Service Team

Chan Kar Ling, Heng Lik Ling,
Eddie Ng Siew Kuan

**Eddie Ng Siew Kuan**

Thank you, Life Line, for providing a platform over these 5 years. In helping others, I've found that what I gain far exceeds what I give. Witnessing the joy on the faces of those we assist brings me happiness, making each completed service a reminder of the meaning of life.

Volunteering has not only enriched my life but also allowed me to experience the warmth of society. Coming together out of love and collaborating for a common cause, we help those in need. There's a saying: "Those with kind hearts recognize others' challenges and offer support." I believe that by each of us contributing a little bit of compassion, our lives can become even more beautiful.

**Social Care Team**

Tay Ee Vern, Lee Ah Ooi,
Wu Bee Pian

Wu Bee Pian

In my youth, I was lost and naive until I participated in a camp. It seemed to open a window in my heart, prompting me to start searching for myself, establish self-worth, and shape much of who I am today. Joining the Social Care Team was also inspired by the impactful experiences of youth camps, fostering a desire to give back to society.

Upon joining, I realized that behind these seemingly spontaneous acts was a group of individuals with a powerful commitment to service, possessing a blend of a tough exterior and a remarkably tender heart. The team perfectly embodies the philosophy of "work hard, play hard". The team's unity and cohesion often move me deeply. I am delighted to be a part of it, collectively sowing seeds without realizing it, and simultaneously enjoying the journey together.

what I love. I cherish this extended family, where volunteers are like kind-hearted angels. It brings me immense joy to collaborate with everyone and contribute to spreading love.

Kheng Hong was the training coordinator who took care of us. Now, I have taken up this role, training batches of volunteers. I also serve as the deputy team leader, working alongside fellow leaders—Peik Khoon, Sze Yun, and Siok Moi. Whether in professional or personal growth, I see myself learning, evolving, and transforming within Life Line. I am deeply grateful to the supervisors and seniors who nurtured me, as well as the clients I've accompanied. It is because of all of you that I, Yuen Sang, have experienced positive growth today.

CELEBRITIES & MEDIA

In 2023, our speakers continued to serve as regular guests on Ai FM. We also collaborated with Feminine Magazine on the column "Heart-to-Heart Talks for the Family." Simultaneously, we partnered with CITYPlus FM to launch a 12-episode program, the "Mind Reader Expert".



70

interviews, promoting
the awareness of
mental health



48

interviews,
inspiring the courage
to seek help

Since March, we have launched the 95 Zero Suicide Plaster, garnering responses from numerous local celebrities and radio hosts. Subsequently, from April to June, there was a significant increase in distress calls reporting suicidal thoughts to Life Line (49 calls per month), compared to the same

period in 2022 (24.5 calls per month), doubling the figures. Sincere thanks to the celebrities for their influence, including the sharing of their own or their friends' stories, encouraging more people in pain to seek help.



A Song by Jym, Healing Every Wounded Souls

Gratitude to Jym for presenting the original single "Grey Sky, Clear Sky" as the theme song for the "95 Life Awareness Month". He performed it for the first time at the 30th-anniversary luncheon, giving back to every guest supporting Life Line. Jym also conducted street interviews and a web celebrity series, spreading awareness that Life Line has always been there for more young people.



Yeo Yann Yann, 95 Ambassador

I have always admired the spirit of dedication among volunteers. Being able to join Life Line in promoting life awareness is also a learning opportunity for me. I wish Life Line a long-lasting journey in continuing to provide positive energy to society. Thank you all for supporting Life Line. Let's together safeguard life and make the world a better place.



LONG-TERM SPONSORS

Thank you for the continuous support from the companies and foundations. With your unwavering sponsorship, we can consistently deliver services to the public with excellence.



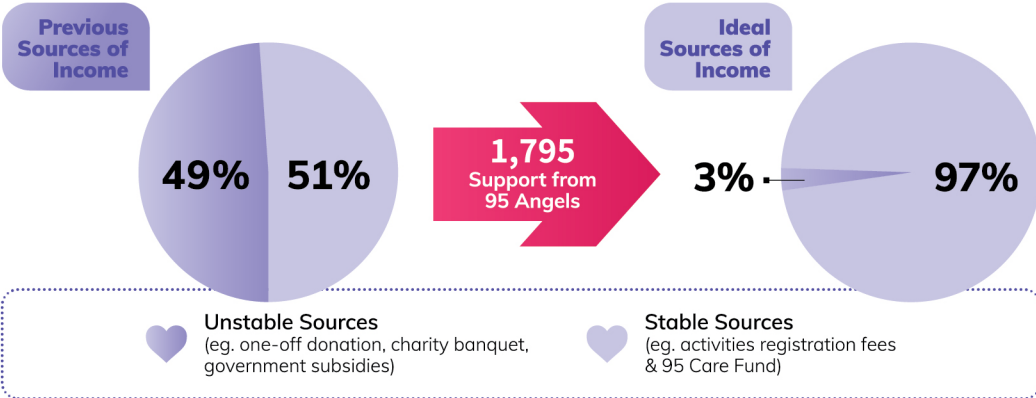
"95 Angels" are regular small-scale sponsors of the Life Line. We are calling for 1,795 people to join us in building a stable financial foundation, that assist us in steadily moving towards the vision of a "Zero Suicide Society."

GOAL: 1,795 REGULAR DONORS

1,795 Sponsor \times **Close To RM 660,000**

Per Month **RM 30** | Per Year **RM 365** (Annual Expenses for Life Line)

RM1 Per Day



Regular Small-scale Donations

- ☐ **RM30** Per Month
 ☐ **RM365** Per Year
 ☐ **Other Amount** (Donate As You Wish)



Subscribe to Regular Donation Now



All donations are TAX EXEMPTED under Akta Cukai Pendapatan 1967 (LHDN.01/35/42/51/179.6-5851) (15 Oct 2019-14 Oct 2024)

POLICY ADVOCACY

In recent years, we have established closer ties with government agencies. We were invited to collaborate in formulating and promoting policies and measures related to mental health.



Invited to attend the launching ceremony of the Anti-Scam Campaign hosted by the Royal Malaysia Police.



In July, the Malaysia Board of Counsellors (LKM) held a meeting with counselling agencies.



Deputy President, Chua Chee Heng provided organizational-level insights for the National Counselling Policy Formulation Research Plan



Every October, in response to the initiatives by the Ministry of Women, Family and Community Development, we organize a series of programs as part of the National Counselling Month.



We periodically issue press releases, including appeals to the government to strengthen corresponding measures following the suicide decriminalization, urging public awareness of the "copycat effect" concerning celebrities, and supporting Lifeline International's global advocacy for the decriminalization of suicide.



SOCIAL WELFARE ORGANIZATIONS

In October, we initiated the Blood Donation Campaign, setting up blood donation service stations in five shopping malls for the first time and a total of 386 blood bags were collected. Volunteers from the Community Service Team also led volunteers in cleaning elderly care homes, participating in environmental initiatives, and collaborating with the Persatuan Kebajikan Chui Sui Malaysia to deliver supplies to charitable organizations in need.



2023 STATISTICS

6	Environmental and Elderly Home Cleanup Sessions	90 participants
6	Blood Donation Campaigns	704 registered 548 blood bags collected
7	Welfare Aid Delivery Sessions	420 participants



Satu Ikrar
Sejuta Harapan

CERTIFIED COURSES



In August 2022, we officially launched the Counselling Education Development & Training Centre (CETC) in Puchong. This initiative aims to provide ample space for volunteer training and the promotion of community education. To raise awareness of mental health among diverse groups, we introduced certified courses across various fields in the centre.



Ministry of Youth & Sports' Rakan Muda Project



In October 2023, we commenced a collaboration with the Ministry of Youth & Sports, integrating some of our courses and services into the "Rakan Muda" program. Discount vouchers from various merchants are rewarded to the participants after accumulating a certain number of hours.



Human Resources Development Corporation (HRDCorp) Courses




Since being certified by the Ministry of Human Resources as an HRDCorp training institution in 2019, Life Line has been offering various training programs. These initiatives aim to raise awareness among the public about the importance of psychological resilience in the workplace, contributing to the enhancement of individual well-being and corporate productivity. Course topics include Empathetic Leadership, Emotional Intelligence in Workplace, Effective Communication, and Inspiring Work Motivation.

Malaysia Board of Counsellors (LKM)'s CPD Courses



Since 2018, LKM has mandated that all counselors must undertake specified Continuing Professional Development (CPD) credits to renew their professional licenses. Life Line has subsequently been recognized as a service provider, offering specialized training sessions such as counselling Practices for Issues Involving Sexual Assault, counselling for Sexual Minorities, counselling Strategies for Suicidal Individuals, and Mindfulness Based Supervision Training.

In 2023, the Public Awareness Team delivered a total of 53 talks and workshops, empowering diverse groups to embrace the "95 spirit" and acquire knowledge about self-help and seeking help across various topics in life.

 53 programs

 252 hours

 6,943 participants benefited

COUNSELLING AGENCIES

Life Line collaborates with various counselling agencies, engaging in cross-organizational cooperation, resource integration, and significantly enhancing the effectiveness of outreach.



Psychosocial Support Assistance Program

To address the extended life challenges resulting from the post-pandemic period, the National Population and Family Development Board (LPPKN) initiated the "Psychosocial Support Assistance Program". The program encompassed themed workshops and group activities focusing on workplace dynamics, parents of teenagers, and caregivers. In total, 108 families benefited from these interventions.



Caregiver Education Course

Since 2018, Life Line has been collaborating with the Malaysian Mental Health Association (MMHA). This partnership not only provides internal training for our volunteers but also involves the co-organization of the "Caregiver Education Course" annually. To date, we have conducted three internal training sessions and four caregiver courses.



Psychological First Aid (PFA) Training on Disaster Relief

Life Line has been occasionally invited to mobilize volunteers for disaster relief in recent years. To enhance relevant skills, we have successfully secured support and sponsorship from the Malaysian International Counselling Association (PERKAMA) to conduct a two-day training workshop specifically for our volunteers.



CROSS-ETHNIC PROGRAMS

Service for cross-ethnic populations is an important objective for our association. In 2023, we collaborated with 9 partners to provide psychoeducation programs for various ethnic groups.



Sekolah Kebangsaan
Mantin, Negeri Sembilan



SMK
Seri Sentosa



SMK
Desa Perdana



Sekolah Menengah
Stella Maris



Since 2017, Life Line has collaborated with the National Visual Arts Development Board (NVADB) to co-organize the bilingual (English and Malay) "Let Your Light Shine" Youth Art Therapy Workshops. After a three-year interruption due to the pandemic, we have revived the collaborative initiative this year. In alignment with our campaign "Hearts for Youth" and the National Day Carnival organized by the National Gallery, the program has been expanded to include three sessions catering to secondary school students, university students, and educators. This initiative garnered enthusiastic responses from 27 secondary schools and universities, benefiting a total of 107 participants.

"This event enables participants to gain a deeper understanding of the functions of art, learning to express emotions and organise thoughts through artistic means, establishing a connection between art and inner selves. In the future, we hope to organise more similar activities to benefit a broader audience," stated Zaslan, the curator of NVADB.

Number of Participants for "Let Your Light Shine"

	2017	2018	2019	2023
Malay	22	25	41	28
Chinese	19	23	15	61
Indian	7	3	6	7
Orang Asli / Foreigner	0	0	0	11
Total	48	51	62	107



LIFELINE TAIWAN



社團 國際生命線台灣總會
法人 Taiwan Lifeline International



Visiting Three Helpline Providers in Taiwan

Besides participating in the conference, we visited three helpline providers during the Taiwan trip, including Lifeline Kaohsiung, Child Welfare League Foundation in Taichung, and Teacher Chang Taipei. Thanks to their sharing, we had insightful learning in client systems, crisis management strategies, and volunteer management. After returning to Malaysia, we continued several follow-up consultations online.



The International Lifeline Taiwan Association organised "17th Asian-Pacific Telephone Counseling Conference (APTCC)" in March. Initiated by Taiwan, Japan, and South Korea, this conference invited helpline providers from different countries to exchange experiences every three years. Led by the incumbent president See Soon Eng, a delegation of nine, went to Taiwan for learning and exchange.

Aligned with the theme "Changes and Continuities in Hotline Services - Adaption and Innovation under COVID-19", Su Zane presented response strategies and outcomes in Malaysia at the conference. As the 2022 Outstanding Volunteer Award winner, she was also invited to share her volunteer journey.

Malaysia has been selected as the host for the next conference in 2025 during the praesidium meeting. We will be the first country outside the initiating nations to host the conference.



President Chen Tsung Sheng leads a delegation to celebrate 30th-anniversary

In September, as we celebrated our 30th-anniversary celebration, Chen Tsung Sheng, President of the International Lifeline Taiwan Association led eight representatives to congratulate us, and generously donate to support the goal of 24-hour helpline. The honorary president, Professor Chen Yu Chia also provided professional workshops and internal training in CETC during his visit to Malaysia.

LIFELINE INTERNATIONAL



Lifeline International (LLI), consisting of 23 member countries, collaborates with over 200 centres worldwide to promote suicide prevention. In recent years, we have actively expanded opportunities for collaboration with the association and other member countries.

2 Programs Received Grant Support

Since the end of 2022, LLI introduced a member funding program. Our "95 Youth Ambassadors" program gained acclaim and became one of the first funded members, receiving a grant of 13,000 AUD. Subsequently, LLI extends firm backing on the 24/7 helpline project with a grant of 40,000 AUD at the end of 2023.



Quarterly Online Forums Across Nations

Despite different time zones, LLI member countries regularly host online forums every three months, with global and regional forums. Each forum invites scholars or practitioners to give thematic sharings, inviting countries to report on recent developments, becoming opportunities for mutual support and learning.

Visit from Brunei Helpline

In 2019, the Brunei Ministry of Health established the Talian Harapan helpline. Through LLI's coordination, four representatives visited our centre in July. Similar experiences in social demands and challenges between the two countries were discovered during the visit.



Reporting on Suicide Issues Globally

In August, we were invited to participate in the online series forum #MHForAll organized by the United Global Mental Health. Vice President Wong Su Zane reported on the impact of policy adjustments on Malaysia's suicide prevention efforts in the forum.

Global Advocacy for Decriminalizing Suicide

On October 23, LLI launched the "Global Decriminalization of Suicide" movement in London, with our association as one of the promoting partners. Research indicates that 25 countries consider suicide a criminal act, and an additional 27 countries lack clear legal provisions. Countries that criminalize suicide often exhibit higher suicide rates. Therefore, we aim to support global decriminalization initiatives at the policy level to enhance the effectiveness of suicide prevention.



Meeting with LLI's President Justin Chase and CEO Thilini at 13th APTCC.



Thilini was invited as the speaker at the Malaysian National Mental Health Forum.



AWAKENING THE VALUE OF LIFE



95 PLASTER

The 95 plasters are printed with the message "ZERO SUICIDE", the vision of Life Line. We invite everyone to put 95 plasters on their conspicuous body parts, to draw more attention to this sensitive issue. Through this simple but powerful action, everyone can become a promoter of suicide prevention.



ARE YOU LOOKING FOR A SUITABLE EVENT VENUE?

Counselling Education Development & Training Centre (CETC) is located on the 6th floor of IOI Business Park, Puchong and is now open for lease! There is a lecture hall and a training room, which can accommodate 80 and 30 people respectively. Both spaces are equipped with audiovisual equipments and wooden floors, providing a comfortable and clean environment for workshops and groups.



DAILY DELIGHTS

95 Plaster
Energy Cards

95 E-LEARNING

EXCLUSIVE PUBLICATION

Listen
Play Therapy

RECENT ACTIVITIES AND COURSES



ORDER
NOW!



FOR
ENQUIRY!



95 Angels,
Life Line volunteers
and NGOs
can enjoy a

40%
DISCOUNT