

2020年马来西亚生命线协会年报

Life Line Association Malaysia Annual Review 2020





PROJECTS FOR HAPPINESS



CANCER AWARENESS









PROMOTE ARTS & CULTURE

Delivering Happiness. Everyday.

KHIND STARFISH FOUNDATION

On 26th March 2014, KHIND officially launched the Khind Starfish Foundation (KSF), dedicated to delivering happiness and making a positive difference to the community in Malaysia. Over the years, KSF remains steadfast in giving back to society through various efforts in six focus areas: helping the underprivileged, education, arts and culture, animal welfare, environment protection, and racial harmony.





我们是一间非营利机构,注册迄今逾28年,为遭受心理与生活议题困顿的民众提供情绪上的支持和社区性预防服务。

我们拥有约150位接受过专业培训的义工,为马来西亚社区提供诸如辅导、游戏治疗、成长团体、心理教育和社会福利等服务。

我们坚信:每一个生命都得以在真挚、接纳与同理的环境下茁壮成长。 28年来,我们陪伴了逾28,000个生命度过艰难困苦的时刻。

秉持这个信念, 我们凝聚在一起。

我们是马来西亚生命线协会。



辅导组 Counselling



督导组 Supervisor



游戏治疗组 Play Therapy



社会教育组 Public Awareness



关怀组 Social Care



爱心特工组 Community Service

We are a non-religious NGO working to assist individuals affected by social and psychological issues through emotional support and community-based preventive programs for more than 28 years.

We consist of nearly 150 professionally trained volunteers from diverse backgrounds dedicated to providing services such as helpline, counselling, play therapy, and psychoeducation, as well as organising developmental group activities, and charitable events for the Malaysian community.

We are united in the belief that every life is able to grow to its full potential under the environment filled with genuineness, acceptance and empathy. To date, we have supported over 28,000 individuals through difficult times in their lives.

We are Life Line Association Malaysia.

目录 Content

肋人团队

3 - 6

理事会阵容 会长 / 秘书长 / 财政献词 义工与行政团队

95. 自救求救

12 - 18

求救 延长辅导时间 / 游戏治疗

自救 辅导教育推广与培训中心

HRDF / CPD / 跨族群服务 青少年自我探索 / 社会福利 / 义工内部培训

The Team

25 - 28

The Committee / Message from President, Secretary & Treasurer / Volunteer & Administrative Team

95 · Self Help & Seeking Help

34 - 40

Seeking Help Extension of Counselling Service / Play Therapy

Self-help Counselling Education

Developmental & Training Centre / HRDF / CPD / Cross-ethnic Services / Self-Exploration in Youth / Social Welfare / Volunteer Internal Training

全尺抗疫

7 - 11

线上与转接电话辅导 / 线上课程 媒体采访 / 关怀儿童之家 / 捐血运动 老人院服务

携手共讲

19 - 24

坚毅奉献奖得主/富贵集团/机兴海星基金会 马来西亚国际辅导协会 / 拿督王鸿财 新纪元大学学院 / 林宣妤 / 杨雁雁 企划赞助 / 95爱心基金 / 芳名录

Fighting the **Pandemic**

29 - 33

Online & Diverted Phone Counselling / Online Course / Media Interview / Caring for Children's Home / Blood Donation / Service at Old Folks Home

Moving Forward Together

41 - 46

Dedication Award Winner / Nirvana / Khind Starfish Foundation / PERKAMA / Datuk Eddie Heng Hong Chai / New Era University College / Serene Lim / Yeo Yann Yann / Project Sponsorship / 95 Care Fund / Appreciation

顾问阵容:施顺荣、卢水清、钟琍玟、许佩慈

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2020-2023年度

第13届理事会阵容

永久名誉会长









顾问



3











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- 2 丹斯里拿督邝汉光博士 富贵集团创办人兼集团董事经理
- 3 拿督斯里陈正财博士 Santa Mauser Malaysia Sdn Bhd 总执行长

高桂莲 4 Kendek Products Sdn Bhd 董事

- 5 陈塏心 Hans Advisory Trust Co Ltd 特许会计师
- 6 拿督李德木

署

会

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8 丹斯里 拿督邱财加 Brem Holdings Bhd 董事经理

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张福泉











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理事



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理事



罗秀梅 理事



张秀娴 理事

95 精神 助大众度过疫情艰辛 施顺荣 / 会长 10.01.2021

这是一个最好的时代,也是一个最坏的时代。 ——狄更斯《双城记》

新冠疫情席卷全球,带来了恐慌,招致经济的滑落,导致 人心不安。如果说这一段疫情是最坏的时期,或许那也意 味着这是一个回归自己的最好时期。

雇员公积局(KWSP)报告称,2021年,我国各阶层人士在工作、收入和家庭方面将面临持续且重大的冲击,而更多的社会议题将从中衍生。

对此,生命线协会倍感社会大众对心理健康需求的呼唤,强烈地意识到我们必要积极地推展"95精神"运动,加强社会大众的"自救"能力,从"心"出发,面对挑战;提升"求救"意识,善用各种社会支持,寻求出路。

社会大众的需求,迫在眉睫。生命线协会义工们将延续2020年的努力,积极推动"95精神"运动,与社会大众一起面对疫情的考验,一起跨越种种障碍,迎接美好日子的到来。

回顾过去,特别是在2020年新冠疫情期间,生命线协会得到各方面的支持,大至企业、政府机关、学校、媒体和合作单位,小至各阶层人士,通过定期小额赞助金的方式,支持和鼓励我们持续服务和砥砺前行。我们的义工,

上至名誉会长、顾问、理事、下至行政和义工等,在新冠疫情期间不忘初心,灵活机动地调整策略,相互扶持,热心奉献,坚守岗位和继续服务。

我们所付出的努力备受瞩目,分别于5月获马来西亚国际辅导协会(PERKAMA International)颁发感谢状,也在元旦前夕得到八度空间电视台的"民间抗疫英雄"表扬状。感谢各界的肯定和嘉许,让本会更具动力走下去。





在未来的日子里,生命线协会将一如既往地推展和普及健康心理的建设,致力于加强社会大众的自救能力和提升求救意识,期许马来西亚一个美好的未来。





疫情动荡 助人服务不间断



卢水清 / 秘书长 10.01.2021

面对新冠疫情的袭击,如何保持有效且持续性的服务,与 民众共赴时艰,共度难关,是我们极为关注和操心的。首 先,督导组与辅导组及时地调整策略,启动居家在线服 务,极力维持一贯的服务数量和质量,共辅导了2,584位 求助者。游戏治疗组与关怀组则迫于多方面的考量而停止 线下服务,改以文字与在线的方式,为需要的孩子和青少 年传达关怀和情绪上的疏导;受惠人数减少了,爱的关怀 依旧在。

面对疫情新常态的出现,社会教育组讲师们灵巧地透过线上课程与媒体访谈,为社会大众提供了各种"自救"方式;参与线上课程的学员高达5,242人,媒体访谈合计146场,突破历年记录。爱心特工组在防范和遵从防疫措施的原则下,暂停了老人院与环保服务,转而举办了多场捐血活动,前前后后共号召了725人响应,适时地缓解了国家血库的短缺,也创下了历年来的新记录。

疫情带来了恐慌与不安。然而,生命线协会义工们在95 精神的引领下,热情澎湃、灵活机动、善巧方便,助人服 务不间断。

受惠者人数	2018	2019	2020
求救 – 支援工作			
辅导组 求助者人次	2,271	2,621	2,584
游戏治疗组 服务次数	527	548	109
自救 – 教育与醒觉工作			
社会教育组 学员人次	6,617	2,317	5,849
社会教育组 媒体访谈场次	40	107	146
关怀组 受惠青少年人次	241	406	90
爱心特工组 响应民众人次	509	504	725

95 **爱心基金** 让助人工作永续经营



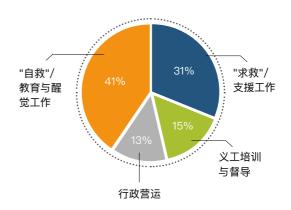
钟琍玟/财政 10.01.2021

一年300多场活动,倾听近2,584个人的心声,相等于每 天举办1场活动,同时协助7个人面对心理及情绪困扰。这 是本会全体上下秉持"95精神"下努力给大众的成果。

为极力推广"95精神",本会每月需要注入近三万元的营运费用。协会成立至今依靠社会大众的捐款维持运作,然而不固定的财务状况,让协会的助人旅程崎岖艰辛。面对日益增长的社会需求,拥有稳定的财务基础,生命线协会才能更好地规划及扩展服务。

因此,我们诚意邀请大家加入"95爱心基金",以长期固定数额捐献方式,支持并监督本会持久性落实"自救"和"求救"的推广工作。

我们期待与您一起把"95精神"传播到社会的各个角落, 让遭遇生活困顿的人们走出阴影,活出生命的色彩。



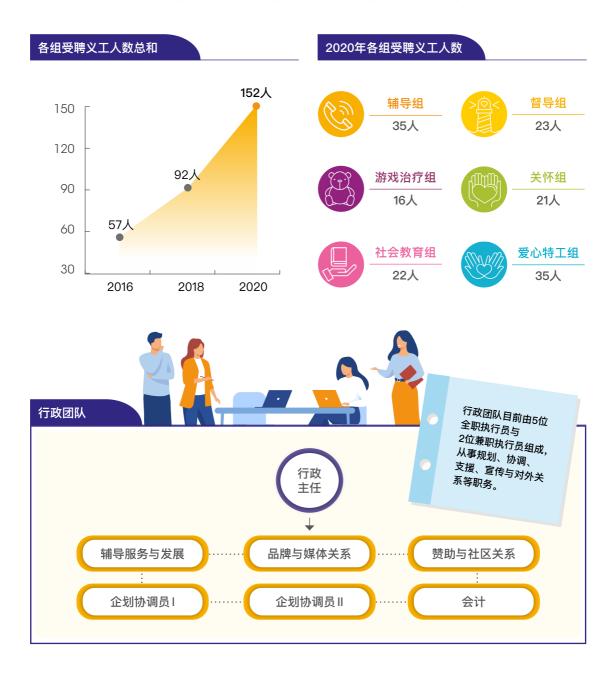
若有950人鼎力支持,每一天捐献一令吉,将可筹得 一年服务运作的基本开销,即 RM360,000。

365 *

231 天的坚持 义工的奉献 小时的陪伴

11,400 🌞

为了维护求助者的福祉,我们的义工必须接受长时间的职前培训与在职培训,并且接受年度考核及评估后才授以聘书, 成为该年度的正式义工。2020年,本会六个小组共有231位义工,其中正式义工152位,实习义工与见习义工共79位, 刷新历年来的记录。在这一年里、尽管新冠疫情严重、我们仍然坚守岗位、总服务时数达11,400小时。



疫情当前 生命线制你们始终 在"疫"起





2020年3月18日,全国实施行动管制令,生命线协会的轮值服务也因此而停顿了下来。然而,社会大众在疫情下的心理需求来得更为迫切。为此,本会及时改变策略,将各项服务转为在线化:在线辅导、在线课程、在线访谈、在线生活营等等,为疫情下的社会大众提供充分的心理支持。

对于深受疫情影响而无法如常服务的义工们,我们做了妥善的调整和编排,相互扶持,坚守使命与站稳岗位,上下齐心陪伴彷徨失意的心灵。

紧急应变

伴 2,584 人 走过疫情艰辛

为了解决义工们受制于行管令而无法前来会所值班的难题,本会同仁克服技术上的困难,在 2020年3月20日推出Zoom和WeChat网络电话辅导服务。随后再接再厉,以手机转接的方式 提供辅导服务,让义工们可以居家服务(Service from Home),持续陪伴饱受疫情打击的心灵 渡过生活中的困苦。即便情势如此艰难不便,我们依然保持辅导服务时必要遵守求助者隐私 的原则及督导义工的要求。







2020年最多求助者咨询的议题类别

24.62% 17.38% 15.29% 10.32% 9.88% 家庭困扰 生活人生人际关系

大环境的动荡与活动空间的限制,让更多民众出现焦虑恐 慌的情绪, 因此精神心理成为2020年最多求助者咨询的 议题。此外, 行管令期间, 家人之间同一屋檐下的时间变 多了,彼此的摩擦争执也自然会增加。其他常见的求助议 题还包括了生活人生、人际关系和伴侣关系等。

近年求助者自杀意念统计



2020年透露自杀意念的求助者共266位,占10.29%,意 味着每10位求助者中就有1位曾萌发自杀念头。逐年上升 的数据,除了反映社会急剧攀升的心理健康需求,也可能 源于民众求助意识的提升; 而随着本会的辅导时段的延 长,也让更多具自杀意念的求助者得到及时支援。



国际天主教移民委员会(ICMC)为联合国经济暨社会理事会(ECOSOC)的咨 询组织、为世界各地的难民与移民提供庇护与支援工作。疫情期间、许多难民社 区员工也承受巨大的身心压力。为此,该组织马来西亚支部邀请本会为这些员工 提供线上辅导。2020年,此合作计划协助了5位个案,共计10次辅导服务。



线上互动课程 在逆境中沉淀与茁壯

考虑到在线课程或活动上的限制,形成学员们处于单向吸收,造成"求知疲劳"的现象,我们邀 请了21位社会教育组义工讲师和国外导师,开创了三种以互动与体验为主导的在线课程。

《线上诱诱气》

25场, 36小时, 445人

《线上诱诱气》系列弥补因行 动管制而缺失的人际支持。学 员们透过正念、画图、绘本与 叙事等体验与分享活动, 梳理 各自的困扰与其内在情绪和资 源,并成为相互扶持的力量。

《你有问题吗》

22场, 34.5小时, 1,276人

《你有问题吗》系列则以亲 子、青少年、婚姻、工作和多 元性别等特定议题切入, 由讲 师全程回答学员提出的疑问, 让所学更贴近学员的处境。

《居家心成长》

33场,74小时,1,408人

《居家心成长》系列各课程 时长6至12小时不等,分段上 课,结合讨论、演练和功课等 多元方式, 以期学员们深入掌 握特定主题的知识与实践。

《一分学习·三分陪伴》线上慈善筹款学堂

8月下旬,我们开办了《一分学习 · 三分陪伴》慈 善线上学堂。由台湾王荣义硕士、罗耀明博士、吕 季魁谘商心理师与香港杨家正博士通过案例分享及 解析、让参与者学习陪伴他人、陪伴自己。更重要 的是, 通过所捐的款项支持生命线协会持续为社会 大众提供心理陪伴, 达成一分学习, 三分陪伴的目 的。

在每一堂课上,大家在荧幕前亮起点点光辉,响应 9月10日世界自杀防治日的呼吁,提高人们对自杀 议题的关注。





成果:



16小时

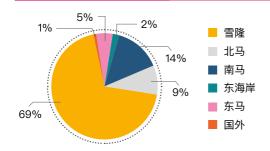


RM50,350.10





线上课程学员分布



2020年课程总统计



110场次



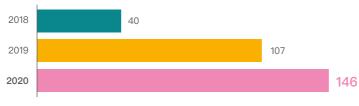


全民抗疫

结合媒体优势 为大众调适抗疫"心"

疫情肆虐,人们生活中的各个层面都遭受到极大影响,包括经济收入、夫妻角色关系、家庭氛 围、孩子课业与教养、休闲娱乐、心境调适等。

于是,社会教育组的义工讲师与多家媒体合作,借助媒体高传播率、覆盖面广的优势,因应人们 当下遇到的困境,分享最实用的"自救"方式,并在一场场的采访中提升人们"求救"的意识。





感谢27家报馆、杂志、通讯社、电台、电视台、网络媒体和自媒体, 齐心照护社会的心理健康











































































崭新体验 用文字和网络自我探索

为减少肢体碰触, 义工们无法带领青少 年自我探索体验活动,也无法开办生活 营。于是,我们精心制作了一系列情绪 小册子赠送予三所儿童之家,让50位 孩子透过图文学习认识与接纳自己的情

同时,义工们也开办了全马首个线上营 里,也可透过线上互动认识新朋友,也 加强对自身特质的认识与自信。营员们 要求在12月20日再度举办。







5

逾500尺众的应 缓解血库短缺

6月,本会收到血库中心来信告知严 重缺血。义工们随即与数家商场展开 合作,并首次与吉隆坡中央狮子会联 手号召民众响应捐血。集结大家共同 的努力,这一年筹获的血包多达436 包, 创下爱心特工组历年记录。





436包血



575_A

为老人院筹资 关怀长者起居

正当你我忙于生活整顿, 许多家老人 院也面临资金周转、物资短缺的窘 境。4月份,爱心特工组向会员们发起 筹款活动,一共筹得RM3,767.37。在 遵从行管令规定下, 义工们把采购的 物资运送至康乐老人福利家园、同心 乐龄关怀中心广东义山总院与沙叻秀 分院, 共120位年长者得到生活需求上 的救济。





"95精神" 是我们服务的核心精神

95取自救我的谐音,涵括自救与求救两项对生命的醒觉意识。 "自救"指的是自我学习与成长,提升心理素质以面对生活中的挑战; 当挑战超过自身能力时,我们也需懂得"求救",寻求外界的支援。

我们相信在真挚、接纳与同理的环境下,每个生命都能茁壮成长, 跨越挑战, 助己也助人。



社会教育

青少年关怀服务

社会福利

电话/电邮/面谈辅导

孩童游戏治疗

求救1

延长辅导 及时接住每道求助信号



秉持着"千里一线牵,帮助在耳边"的助人理念,义工与理事们坚持不懈地维持了超过30年的辅导服务,至今共陪伴逾 28,000人次走过迷惘失意的时刻。

历年辅导个案人数统计



2017年,延长辅导服务专案小组正式成立。从人力、制度、财务和设备四大策略着手推动,积极增设电话辅导时段, 以期为有需求的大众提供更及时的心理支持。

延长辅导服务成果

	2016年	2020年
求助个案人数	1,414	2,584
接案义工人数	45	110
督导人数	10	23
电话辅导时段	每周18小时	每周35小时



培训总策划为有意加入的民众讲解培训过程。



辅导组年度联谊会。

四大发展策略



巩固与扩充服务团队

- 辅导团队 (储备义工培训、在职培训及前义工复职)
- 督导团队 (储备督导培训、聘请专职人员)
- ⊙ 培训团队 (带领员培训)



优化制度系统

- ⊙ 开发轮班制度
- ⊙ 加强义工人力管理与职涯成长
- ⊙ 加强高风险个案支援标准程序
- ⊙ 重整值班时段



稳定财务支持

- ⊙ 延长辅导服务征求计划
- ⊙ 重启"95爱心基金"



提升设备资源

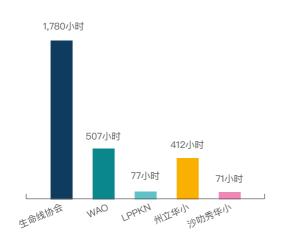
- ⊙ 提升硬体设备
- ⊙ 强化个案资讯管理
- ⊙ 增加空间资源
- ⊙ 确立大夜班的安全与便利性

求救2

一对一游戏 让求救的小心灵得到滋养



生命线协会自2015年对外提供游戏治疗服务,协助面对心灵困扰的孩童了解及表达情绪,重拾成长中的欢笑与勇气。成立至今,游戏治疗义工已为孩子们提供了2,847小时的陪伴。



游戏治疗服务次数 527 548 109 2018 2019 2020 *注: 受疫情影响,本会自3月18日暂停游戏治疗服务至年终。



与妇女援助组织(WAO)和国家人口与家庭发展局(LPPKN)签订合作备忘录,为多元族群的孩子提供游戏治疗。



2018年起,邀请新加坡国立大学 (NUS)潘桂玲博士提供游戏治疗培训、 指导与督导。



2020年,12位第四届义工完成培训,也 是本会首届内部自主培训而成的义工。





为州立华小和沙叻秀华小的学生进行到校服务,每年也为两校家长举办亲子课程。



▶ 受邀为各州LPPKN官员进行四日培训。



自救1

购置蒲种中心 拓展推广与培训工作

C作

步入21世纪20年代,生命线协会添购了新产业——辅导 教育推广与培训中心。

回顾过去,2014年,在本会永久名誉会长高桂莲女士鼎力赞助和支持下,生命线协会从蕉赖马鲁里搬迁到现有的Setiawangsa会所,并且获得高桂莲女士以象征式每个月十元的租金加十五年的租约,租用会所。这一善举开启了生命线协会的新章,从此积极推动"自救救人"的运动,致力于疏解与日俱增的心理健康危机。

历经几届理事和义工们的努力下,协会的服务项目日愈增加, 社区教育与培训课程的数量突飞猛进, 可以使用的空间日益捉襟见肘。

值此时刻,添购产业、增加培训与课程空间的需求越来越强烈。筹募基金,购置产业的呼吁于焉而生。经过近七年的努力,本会终于在2020年初,第12届理事会在苏万安会长和建委会杨福春主席的带领下,完成购置产业的计划,以一百二十万元买下IOI Business Park 6F27产业,并且名之为"辅导教育推广与培训中心"。

在未来可见的日子里,生命线协会将妥善规划和有效地开展多元社区辅导教育课程和专业辅导培训课程,不辜负社会贤达和善长仁翁的捐助及期望,致力于推广心理健康运动,以实现本会的宗旨和目标。







自救2

举办HRDF企业培训 抢救职场心理伤害

根据报告,2018年职场心理健康问题造成了马来西亚高达144亿令吉的经济损失。在日益竞争的工作环境下,人们在职场上遭受的心理伤害愈加严重,却鲜少予以察觉和适时纾解、因此衍生许多社会悲剧。

生命线协会自2019年获人力资源部肯定,受认证为 HRDF培训机构。自此,我们开办多项相关企业培训, 唤醒大众对职场心理素质的重视,发掘"自救"能力,让 个人健康和企业生产力都得以提升。



自救3

开办专业认证课程 提升辅导员专业成长

马来西亚辅导局(Lembaga Kaunselor)规定,自2018年起注册辅导员需修毕指定 持续专业成长(CPD)学分数才能更新执照,以确保辅导服务的专业品质。生命线 协会随即被列入为受认证培训机构,参与特定课程的注册辅导员都可获得此学分。





Kategori Waiib 2 课程







自救4

携手政府各单位 跨族群互助成长



跨族群服务是本会长久以来的重要发展目标。随着近年义 工团队的扩展, 本会成功推出中英双语频道的辅导热线和 三语文宣, 也陆续与各政府单位和非营利组织签订合作备 忘录,与友族同胞在各项服务与课程共同成长。

计划	合作单位	年份	成果
国家发展政策 研讨	妇女、家庭与 社会发展部 (KPWKM)	2019 -迄今	7场次参与
青少年艺术治疗 b	国家画廊	2017 -迄今	157中学生 受惠
孩童游戏治疗	妇女援助组织	2015 -2018	507孩童 受惠
孩童游戏治疗	国家人口与 家庭发展局 (LPPKN)	2016 -迄今	68次服务
家庭教育与心理 健康培训	国家人口与 家庭发展局 (LPPKN)	2016 -迄今	481人受惠
婚前教育课程 (SMART START)	国家人口与 家庭发展局 (LPPKN)	2006 -迄今	288对夫妻 受惠
"我听见了你" 校园巡回讲座 d	中学、小学	2015 -迄今	1,660人受惠
捐血运动与器官 捐赠	国家血库中 心、人体器官 移植资源中心	1989 -迄今	近5年内筹 集1,555包 血,142位器











17

自救5

陪伴青少年 探寻成长的勇气

关怀组义工主动走入社区,策划及带领系列体验式活动, 陪伴青少年探讨内在情绪、发掘潜在的"自救"力量,从而 勇于迎接成长路上的挑战和喜悦。服务对象包括了儿童之 家和微型华小,也应邀为各地中小学带领生活营。

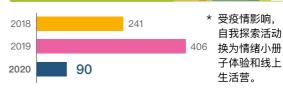


在得胜儿童之家完成逾十年的服务后,义工们于2019年 分别为喜乐之家、恩惠之家及大慈讲堂展开关怀服务。



▶ 关怀组于2018年推 行"太阳花关怀行 动",两年里远赴五 条港及霹雳州十八 丁为当地微型华小 举办生活营。









《72变》生活营首创于2015年,一直深受学员与家长喜爱,至今已举办了三届。

自救6

推动社会福利工作 促进自我实现

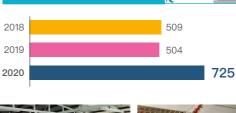
爱心特工组义工每月定期发起社会福利工作,如捐血活动、打扫老人院环境、环保运动等,号召民众身体力行,在服务与回馈社会的过程中达到自我实现,找到生命的价值。



捐血运动不分种族,一同 体现"捐血一袋,救人一 命"的精神。



2019年再次得到国家卫生 部的肯定,获颁纪念碑表 示鼓励。





民众响应人数

受到雪州政府邀请,成 为海南村复新计划成员 之一。



适逢新春佳节,义工们到 老人院打扫及装饰,也给 长者们送上祝贺。

自救7

助人者的自救修炼

"以生命影响生命"是我们的信念。为此,我们编排并设定随班督导和在职训练等内部培训"自救"措施,确保义工们拥有健康的身心状态,为求助者提供有效且高素质的陪伴。



三项督导机制

随班督导:在每个辅导值班时段设置一至三位督导, 按对象分两种形式进行:

• 新进义工:于接案后及时督导,以一对一或团体 形式进行,以达到教学兼顾的作用。

• 资深义工:一对一进行,除讨论助人历程外,

也讨论新进义工的带领状况,以确保

传承的效果。

 \odot **同侪督导:** 除正式督导外,义工也可以寻求另一位资

深义工的督导,梳理自己的助人历程。

个人督导: 这是一项硬性规定,即每一位义工每一年 都必须接受两次一对一的个人督导历程。



近年邀请台湾陈金燕教授带领两阶《自我觉察督导》 在职培训。

2020内部培训



缠绕 (1.5小时)、女性心灵创伤的转化 (2小时)、 三阶段助人模式 (5小时)



▶ 大团督(3小时)、儿童心理发展 (1.5小时)、 个案概念化 (6小时)



▶ 脑力激荡工作坊 (7小时)、忧郁陪伴 (3小时)



▶ 防疫Mamak档 (3小时,主题:按摩、正念、艺术治疗)



▶ 青少年自杀防治 (2小时)、辅导基本概念 (2小时)



风雨同行 感谢有您 资深辅导义工获颁《坚毅奉献奖》



66 尽一份社会责任 99

25年/张庆锋

从1995年加入辅导培训至今,就这么过了25个年头。眼见许多同伴因各种原因离开团体,自己竟然从青年坚持到中年,说不上有什么特别的动力,只是希望自己可以尽一份社会的责任。

犹记得接过一名女士的电话,说丈夫在她怀孕期间出轨。生产后她毅然离婚,努力 工作,学习做好单亲妈妈的角色。多年后收到她来电告知步入另一段婚姻的喜讯,

我为她感到高兴,也被她的毅力与坚强所打动。与其说辅导义工帮助他人,其实这些生命的转变也让我们感动和成长。

一路见证生命线从开始的十几位志工,到目前过百位的义工团队。期待自己步入晚年时仍有精力继续服务,祝福生命线 能永续发展,造福社会!

66 助人成了一种习惯 99

15年 / 王靖惠

2020年的疫情改变了全世界的生活常态,很感恩能够活着领取奖项。我从不认识生命线这个义工团体,到现在它已经成为我生命的一部份,固定的值班服务已经成了一种习惯。当中最大的收获是认识了一群志同道合的朋友,一起做着对生命有意义的事,也一起分享彼此的喜怒哀乐,相互支持和肯定。这些年来也有因生活忙碌、疲惫而想休息的时候,但我还没有想过放弃,也没有特别去想能坚持走多久。因为现在还可以留着,代表还有我力所能及的地方。





44 找到自信和自我接纳的能力 **99**

15年 / 黄诗铭

从一开始名副其实的"鹌鹑",我在助人的路上逐渐找回了自信,也明白要活出快乐自在的自己,身心灵都要学会自供自给。还记得第一次接听电话辅导就被要求换人的经历,让我受到很多的打击。但因为这是我热爱的事情,于是我更努力学习,积极参加工作坊、上网搜寻资料、和伙伴们讨论等。每当结束辅导通话前对方说他比较好了,就是我最大的鼓励与动力。

我学会当把自己或对方纯粹以一个"人"来看待时,心里自然会有很多的允许与接纳。做得不好时,我懂得允许它、接纳它、面对它,一切就会变更好。

▲ 助人教会我活得坦然自在 ""

15年 / 罗秀梅

感谢生命线这个大家庭,它也是我的第二个家。没想到在助人的道路里,自己的 受益或许比求助者更多。以前总是把财物、工作、生命里重要的人捉得很紧,担 心自己会吃亏、害怕亲人离去、在意别人有色的眼光,因此活得很累很辛苦。投 入助人服务中,我学会放手和珍惜,懂得活在当下,享受人生。能够坦然地看待 身边所发生的事,生活就能自由自在,因为一切的发生是最好的安排。





▲ 感谢个案的接纳和允许 ""

15年 / 王靖凌

身为义工,形式上是服务别人,其实个案和同伴们也给了我许多的接纳和允许。倾听他人需要一些能力,而这能力需要不断地跟着环境转变而去提升,因此现在的我也还在跟着同伴们一起学习。可以认识生命线的同伴是我最珍贵的礼物,同伴们的陪同和信任让我能够能量满满地走到现在。在这里,愿服务社会的大家都可以找到自己内心的平静与自在。

为给予求助者更有素质的帮助,本会积极与不同的单位合作,进行

生命线 🍄 富贵集团



富贵集团创办人丹斯里拿督邝汉光长年不遗余力地推动马来西亚各慈善服务与文化发展,自2013年担任本会永久名誉会长后大力支持服务的拓展。2014年,富贵集团赞助RM100,000供本会顺利搬迁至Setiawangsa新会所,更于2020年赞助RM500,000为本会购置辅导教育推广与培训中心。2019年,在富贵集团与星洲日报的号召下,"爱长在生命教育联盟"应运而生,本会成为其中一员,除提供辅导支援外,也致力推广长期照顾者的身心关怀。

生命线 🌻 机兴海星基金会



秉持"传递快乐"的使命,机兴海星基金会自2014年起,不间断地资助社会教育系列,提升大众对心理健康的意识,从而收获更多快乐。共计RM69,000的赞助,分别用于推动《我听见了你》运动、全马辅导巡礼2.0及3.0、《一分学习 · 三分陪伴》慈善线上学堂,受惠民众达15,079人。

生命线 🥯 马来西亚国际辅导协会 (PERKAMA International)



我们的服务与课程近年频获马来西亚辅导局 (Lembaga Kaunselor) 和马来西亚国际辅导协会 (PERKAMA International) 的认可,其中2019年受邀出席后者主导的辅导专业巩固讨论会,共议辅导员专业发展的政策拟定,也在2020年获得该协会颁发感谢状,肯定疫情期间本会致力提供的辅导服务。

44

感谢生命线协会于疫情期间持续 提供在线辅导,为马来西亚社会 的福祉带来希望的曙光。

- PERKAMA International 主席 Dato' Dr. Abd Halim -



资源和专长整合,包括了政府部门、企业、社团、学校和个人等。

生命线 🎐 永久名誉会长拿督王鸿财



HGH CONVENTION CENTRE

拿督王鸿财自2014年起担任本会顾问,2020年10月成为永久名誉会长。这几年间,拿督带领Kiwanis Club of Bangsar发起了数场慈善筹款晚宴,前后为本会筹获逾RM200,000,用于推动《我听见了你》校园讲座和延长辅导计划。拿督与冼都中文华小董事部,也曾多次赞助王岳海大礼堂和银星宴会厅作为本会重要典礼的场地,包括了20周年与25周年慈善筹款宴会、《我听见了你》运动推展礼,以及2020年会员大会暨义工聘书颁发仪式等。

生命线 🍄 新纪元大学学院



Life Education and Social Concern

生命教育与社会关怀

• • • •

Seng Ong Lian Bing 老师 王莲明老师 セ令教育・零意込訳哲学与人生的根本议题。 2020年5月起,生命线协会受邀为新纪元大学学院合作为该校学生开办通识课程(MPU),名为"生命教育和社会关怀"。此课程为期一学期14堂课,共2学分,由社会教育组的讲师们担任各主题导师,带领大专生提升对生命的觉察与反思,进而深化对社会的关爱之心。

这是一次高等学府与社区助人组织的资源整合。我们期 许莘莘学子得以全人发展,同时也能透过这群社会新鲜 人的参与,提高社会的助人意识与动机。

生命线 🌻 林宣妤、杨雁雁





2020年8月,生命线协会举办《一分学习· 三分陪件》线上慈善学堂,获得超过20位公众人物鼎力宣传。林宣妤、颜薇恩、吴维彬、苗苗林静苗、黄一飞与喵喵组合、陈志康和林家冰等人更录制短片加强推广。随后,林宣妤也额外拍摄了一段短片,呼吁大众支持95爱心基金。金马影后杨雁雁则与本会讲师进行了四场脸书直播,以《从一通电话说起》为名,推广疫情底下"自救"与"求救"的意识。

-61

希望大家以小额定期乐捐的形式, 让生命线协会在疫情期间持续为 大众服务。

- 杨雁雁 -



支持方式 1: 您可以选择支持以下计划,与生命线协会一起推动 95精神!



支持方式 2: 2021年起, 您也可以透过 Touch'n Go 随喜乐捐!





备注: 如TNG赞助者有意得到免税收据,请将汇款证明WhatsApp至 011-10921995



支持方式3: 定期小额捐款, 打造稳定财务基础!



爱心基金 CARE♥FUND

1天1令吉 陪伴迷失方向的心灵

诚邀您定期小额乐捐,积少成多,为生命线提供稳定的财务 基础,助人工作才得以长远的筹谋,永续发展。



帮助 <mark>7位</mark> 困境中的民众 获得辅导服务

接受12次游戏治疗





帮助 3位 青少年在系列活动中探索自我



帮助 2小时的社会福利工作得以促成





只要1天**1 令吉** 您将能够...



帮助**15人** 透过课程学习 自助,助人





🤨 950人参与

♥ 每三个月乐捐 RM95 (1天1令吉) = 每年筹近 RM360,000 (1年服务的基本开销)



- ♥ 130人赞助
- ♥ 每年筹得 RM53,062

*所有捐款皆可用以税务减免

您可透过以下形式赞助,以信用卡转账、网络转账或现金汇款捐款











感恩的心,感谢有你

















江燕雪 余国搢 叶运红 廖文苑 陈莉萍 王丽娜



95爱心基金 赞助者

*备注:受限于版位篇幅,故只列出1天1令吉或以上的赞助者名单,敬请谅解





- Brenda Ang Shau Ying
- Chan Lai Yong
- Chan Nian Mei
- Chan Yean Lena
- Chiah Yi Ting
- Chin Chi Gang
- Chin Sat Chew
- Chong Pow Ying
- Choon Lee Meng
- Choong Siaw Lan
- Chow Sow Fong
- Chu Wui Sen
- Cindy Winnie Tan
- Eng Lee Chen
- Gan Siou Ting
- Goh Sim Gaik
- Haw Eng Seng
- Jessica Lim Pei Shian
- Kan Ean Seok
- Lai Chooi Ling
- Lai Huey Mien

- Lai Mee Chun
- Lau Jing Han
- Lau Suh Fui
- Lee Bock Siona
- Lee Chui Yong
- Lee Kong Teng
- Lee Mun Teng
- Lee Yin Ling
- Leong Kah Wai
- Liam Wei How
- Lim Wee Mena
- Lim Yee Wen
- Lim Yen Heong
- Loh Siu Ling
- Loke Shu Yan
- Low Chin Chang
- Low Peck Hong
- Marina Ee Yan Yan
- Nai Seow Hong
- Ng Kai Yen

- Ng Yean Lee
- Phoon Kam Mei
 - Seon Yee Wah
- Siw Lav Har
- Tan Aik Kiat
- Tan Karen
- Tan Sok Ting
- Tan Yoke Ling
- Tay Mei Foong
- Teo Wei Sheng
- Teo Yuan Chin
- Tiang Lay Ting
- Tong Jie Yi
- Wong Chyi Ci
- Wong Kim Moi
- Wong Shee Nee
- Yap Lee Choo
- Yap Mei Heong
- Yong Kah Loo
- Yow Pui Leng





2020-2023 LIFE LINE ASSOCIATION MALAYSIA

13TH COUNCIL COMMITTEE

Honorary Life President









Advisor



Society Affairs













1 Tan Sri Datuk Tee Hock Seng, JP.

Bina Puri Holdings Bhd Group Managing Director

2 Tan Sri Dato' Dr. Kong Hon Kong

Nirvana Malaysia Founder and Group Managing Director

3 Dato' Sri Dr. Tan Cheng Chai Santa Mauser Malaysia Sdn. Bhd. Chief Executive Officer

4 Lilian Goh Kui Lian Kendek Products Sdn. Bhd. Director

- 5 Tang Kae Sue
 Hans Advisory Trust Co Ltd
 Chartered Accountant
- 6 Dato' Lee Tek Mook @ Lee Teh Mok
- 7 Datuk Eddie Heng Hong Chai HGH Convention Centre Kuala Lumpur Chairman

Tan Sri Dato' Khoo Chai Kaa Brem Holdings

Brem Holdings Bhd Managing Director

9 Dr. Wu Hsin-An Taiwan Lifeline International Member of International Affairs

10 Tiew Seng Chee

Poh Hing Li Marketing Sdn. Bhd. Director

11 Soh Yok Kim Nesh Marketing Sdh. Bhd. Managing Director



See Soon Eng President



Tiew Hock Chuan Deputy President



Ng Shei Kwee Vice President



Ko Chin Wai
Vice President



Loh Chwee Cheng Secretary



Ong San San
Assistant Secretary



Choon Lee Meng Treasurer



Wong Su Zane
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Ooi Gaik Ean Committee



Khor Phei Cher Committee



Soh Ban Aun Committee



Teoh Kheng Hong
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Yee Yeng Yeng Committee



Liew Chooi Mei Committee



Loh Kok Weng Committee



Chong Szee Wei



Tan Peik Khoon Committee



Loo Saw Moay Committee

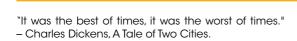


Chong Siew Shyan
Committee

THE 95 SPIRIT

HELPING THE PUBLIC TO LIVE THROUGH THE HARDSHIPS OF THE PANDEMIC

See Soon Eng / President 10.01.2021



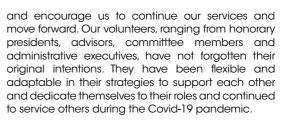
The Covid-19 pandemic has taken the world by storm, causing panic, economic downturn and unrest among citizens of the world. If this pandemic is considered the worst period, perhaps it is also the best time to return to yourself.

The Employees Provident Fund (EPF) reports that in 2021, Malaysians of all walks of life will face continued and significant setbacks in terms of work, income and family, and more social issues will arise from it.

In response to this, Life Line Association Malaysia (LLAM) has been on high alert of the public's mental health needs. LLAM is keenly aware of the need to actively promote the "95 Spirit" campaign to strengthen the community's ability to "Self help", and to raise awareness of the need to "seek help" and make use of social support to find a way out.

The needs of the community are urgent. LLAM volunteers will continue the efforts made in 2020 and actively promote the "95 Spirit" campaign to face the challenges of the pandemic together with the community and overcome the obstacles together to welcome better days.

Looking back, especially during the 2020 pandemic, LLAM has received support from various sources, ranging from corporations, government agencies, schools, media and partners, to people from all walks of life, through regular small grants to support



Our efforts have attracted much attention. During May, LLAM was awarded the Certificate of Appreciation by PERKAMA International. Then, on New Year's Eve, LLAM was awarded 8TV's certificate of commendation for being a "Civilian Anti-Pandemic Hero. LLAM would like to thank everyone for providing us with their affirmation and recognition, motivating us to go on.





In the future, LLAM will continue to promote and popularise the building of a healthy psyche, devote itself to strengthening the community's ability to help themselves and raise awareness of help-seeking to bring forth a brighter future for Malaysia.

CHAOS DURING THE PANDEMIC.

HELPING SERVICES CONTINUE



During the pandemic, we are very concerning about maintaining effective and continuous services to the people. Firstly, the Supervisor and Counselling Groups launched the online service from home to maintain the quantity of the services, counselling a total of 2,584 clients. The Play Therapy and Social Care Groups ceased their offline services in favour of text-based and online services to help young people in need; although the beneficiaries decreased, the love and care remained.

During the new normal, the speakers from Public Awareness Group defly provided online courses and media interviews for the public to "self help"; Breaking records, 5,242 participants took part in the online courses and 139 media interviews were conducted. Following the SOPs for MCO, Community Service Group halted its elderly homes and environmental services. Instead, they organised several blood drives, gathering 725 people, which helped alleviate the blood shortage in the national blood bank and set a record.

The pandemic brought panic and anxiety. However, the LLAM volunteers, led by the spirit of 95, continuously helped and served the people.

Number of beneficiaries	2018	2019	2020
Seeking Help - Psychological Support			
Counselling Group Number of clients	2,271	2,621	2,584
Play Therapy Group Number of clients	527	548	109
Self-help - Education and Awarenes			
Public Awareness Group Number of Participants	6,617	2,317	5,849
Public Awareness Group Number of Media Interviews	40	107	146
Social Care Group Number of Youth Beneficiaries	241	406	90
Community Service Group Number of Participants	509	504	725

95 CARE FUND

ENABLES US TO KEEP SERVING THE COMMUNITY



Treasurer 10.01.2021

With over 300 programs a year, nearly 2,600 people are heard, which is equivalent to one program conducted and eight people supported in a day. This is the result of us upholding the "95 Spirit" and we gladly share this to the public.

To promote the "95 Spirit", LLAM has to inject nearly RM30,000 per month for its operation. Since its establishment, LLAM has relied on donations from the public to maintain its operations, but the irregular financial situation has made LLAM's journey to help others difficult. With a stable financial base, LLAM can better plan and expand its services in the face of the growing needs of the community. Therefore, we are inviting you to join the "95 Care Fund" to support and oversee the sustainable implementation of our "self- help" and "help-seeking" outreach efforts by making a long-term, fixed donation.

We are looking forward to work with you to spread the "95 Spirit" to all corners of society so that people who are experiencing hardship can come out of the shadows and live their lives to the fullest.



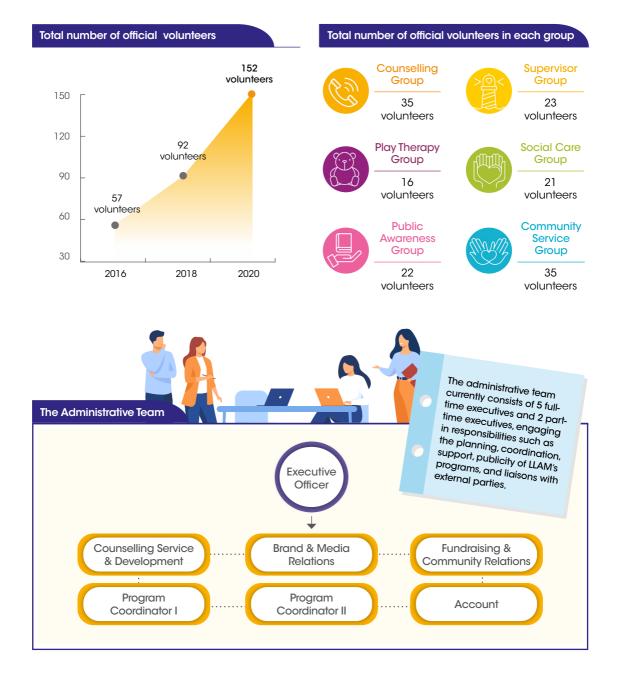
If 950 people support us (RM1 per day), it will cover our yearly expenses (RM360,000)

365 odays of persistence

231 **
trained volunteers

11,400 • hours dedicated

To ensure the well-being of our clients, our volunteers must receive long-term pre-appointment training, as well as on-the-job training and annual evaluation for re-appointment as an official volunteer. In 2020, there are a total of 231 volunteers in the 6 volunteer groups of LLAM. This includes 152 official volunteers as well as 79 intern and trainee volunteers, setting new records over the years. This year, despite the pandemic, we are still committed to serving our clients, with a total service hour of 90,500 hours.



COMPANIONSHIP DURINGTHE PANDEMIC















On March 18, 2020, the nationwide movement control order was implemented, and the rotation service of LLAM was suspended. However, the psychological needs of the general public who have been hit by the pandemic were urgent. To this end, LLAM changed its strategy in time and transformed various services online, which includes online counselling, online workshops, online interviews, online life camps, etc.

We have also made appropriate adjustments and arrangements for the volunteers who are deeply affected by the pandemic. Everyone in LLAM supports each other by sticking to our mission and providing companionship during this difficult time.

ACCOMPANYING 2,584 PEOPLE

THROUGH THE HARDSHIPS OF THE PANDEMIC

The volunteers were unable to be on duty in the centre due to the Movement Control Order. In order to solve this problem, we overcame technical difficulties and launched the online counselling services via Zoom and WeChat on March 20, 2020. Other than that, we also provide counselling services through diverted calls via mobile phones, so that the volunteers can provide counselling services from home and continue to help those who need assistance to get through life challenges during the pandemic. Although the situation is tough, we still abide by the principle of keeping the clients' privacy confidential as our priority and meeting the requirements of supervising the volunteers.



2.017 people

Phone/Online Counselling *Note: Includes hotline, diverted mobile calls, Zoom and WeChat counselling

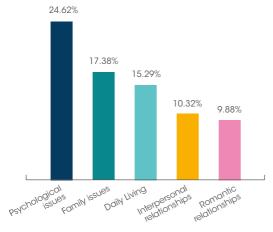


57 people Face to face counselling



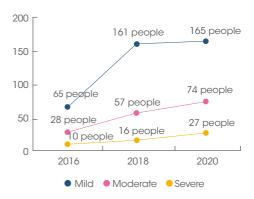
504 people **Email counselling**





Due to the turbulence of the general environment and the limitation of activity space, more people are experiencing anxiety and panic. Therefore, mental health has become the most consulted topic by help seekers in 2020. In addition, during the period of the movement control order, family members spend more time under the same roof, causing friction and disputes between each other. Other common helpseeking issues also include problems that people face in their daily life, interpersonal relationships, and romantic relationships.

Statistics on suicide ideation of help seekers in recent years



In 2020, 266 help seekers were revealed to have suicidal ideation, accounting for 10.29%, which means that 1 out of 10 help seekers had suicidal thoughts. This increasing data may be due to the society's rapidly rising mental health needs, as well as the increase in people's awareness of the importance of seeking help. With the extension of the counselling period of the association, more people with suicidal thoughts have received timely support.



The International Catholic Migration Commission (ICMC) is a consulting organization of the United Nations Economic and Social Council (ECOSOC), providing protection and assistance for refugees and immigrants around the world. During the pandemic, many community workers also suffered tremendous physical and psychological stress. Due to that, ICMC Malaysia invited LLAM to provide online counselling for these workers. In 2020, this project has benefited 5 clients in 10 counselling sessions.



ONLINE INTERACTIVE COURSES

BE MINDFUL AND THRIVE IN ADVERSITY

One of the shortcomings of online courses is the lack of speaker-participant interaction which could lead to the participants experiencing learning fatigue. In order to rectify this limitation, we have invited 21 volunteers from Public Awareness Group as well as foreign lecturers to design 3 series and experience-based online courses.

The "Take a Breather Online" series make up for the lack of interpersonal support due to the Movement Control Order (MCO). Through experiential learning activities such as mindfulness, drawing, picture books and narration, participants are able to sort out their problems and emotions. At the same time, they were also able to discover their inner strengths and resources in life while being mutually supportive of each other.

The "Do You Have a Question?" series focus on specific topics such as parenting, youth, marriage, work, and gender diversity. The speaker will answer questions raised by the participants throughout the process so that they can apply what they have learnt in their daily lives.

The duration of each course in the **"Growth at Home"** series ranges from 6 to 12 hours. The lessons are divided into sections, using various methods such as discussions, role-playing, and homework. This was done to ensure that students can gain in-depth knowledge and practice on specific topics.

Title	Rounds	Hours	Participants
"Growth at Home"	33	74	1408
"Take a Breather Online"	25	36	445
"Do You Have a Question?"	22	34.5	1276
"Learning to Be a Companion"	8	16	1,176

During late August, we launched the online charity classes "Learning to Be a Companion". Through case sharing and analysis by 3 speakers from Taiwan, namely: Wang Jung Yi, Lo Yao Ming, and Lu Chi Kui, as well as Yeung Ka Ching from Hong Kong; participants learned to accompany others and themselves. Most importantly, all donations from the charity classes will be used to support LLAM's psychological services and companionship programmes to the public; achieving the goal of Learning to be a Companion.

During each class, everyone participated in a candlelight vigil in response to the call for World Suicide Prevention Day on September 10 each year, raising the awareness on suicide-related issues.



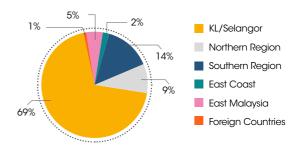








Distribution of Participants

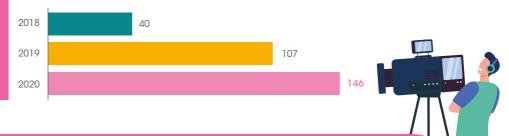


COLLABORATING WITH MEDIA

TO SUPPORT THE COMMUNITY IN NEW NORMAL

With the pandemic raging, people's lives have been greatly affected in every aspect, from income, husband-wife relationships, family atmosphere, and children's education to leisure and entertainment as well as emotional regulation.

As such, the speakers of the Public Awareness Group have cooperated with numerous media outlets, taking advantage of their high rate of transmission and wide coverage, to respond to people's current difficulties. Our response was to share practical "self-help" methods and raise public awareness in "seeking help" in numerous interviews.



Gratitude towards the 27 Media Outlets for Caring about the Mental Health of the Society









































































4

A WHOLE NEW EXPERIENCE

SELF-DISCOVERY THROUGH BOOKS AND THE INTERNET

To decrease the amount of physical contact, the volunteers were unable to organize and lead self-discovery activities and campaigns for adolescents. Therefore, the volunteers had meticulously designed a series of emotion booklets and gave them to three children's homes, allowing 50 children to learn and accept their emotions through pictures and text.

In addition, the volunteers also organized the first online camp, "More than One Truth". This allowed children to meet new friends through online interactions while strengthening their knowledge and confidence. The online camp was organized twice, on 1/11 and 20/12, due to the public overwhelming responses.





5

500 PEOPLE TURN UP

TO EASE SHORTAGE IN BLOOD BANKS

In June, we received a letter from the National Blood Centre about the severe shortage of blood. The volunteers immediately started cooperating with several shopping malls, and for the first time ever, collaborated with the Lions Club of Kuala Lumpur to reach out to the public to donate blood. With the joint efforts of everyone involved, as many as 436 blood packs were collected this year, setting a new record for the Community Service Group.



6 Events





6

RAISING FUNDS

FOR OLD-FOLKS' HOMES AND CARING FOR THE ELDERLY

While we are busy reorganizing our lives, many old folks' homes are also facing the dilemma of capital turnover and shortage of supplies. In April, the Community Service Group launched a fundraising activity among members, raising a total of RM3767.37. In compliance with the government's Movement Control SOP, the volunteers delivered the daily supplies to Connought Old Folks Home, the Tong Sim Senior Citizen Care Centre Kuala Lumpur, and Salak South Branch. A total of 120 elderly people were relieved of the need to worry about their daily necessities.





"95 SPIRIT" THE CORE OF OUR SERVICE

"95" is derived from the phrase "help me" in Mandarin, promoting the awareness of "self-help" and "seeking help" - increasing one's internal strength to face life challenges (self-help), and encouraging help-seeking behaviour when the challenges are beyond one's coping abilities (seeking help).

We believe that with genuineness, acceptance, and empathy, every life is able to grow to its full potential. Through the helping process, both helpers and help seekers are being benefited



Seeking Help 1

EXTENSION OF COUNSELLING SERVICE

PROMPTLY REACHING OUT TO ALL HELP-SEEKER

Upholding the notion of "Help is as close as a telephone", the counselling service is provided and maintained for more than 30 years, supporting nearly 28,000 individuals going through tough times.

Number of Counselling Clients over the Years



In 2017, the "Counselling Service Extension" project committee was established to increase the number of telephone counselling sessions to provide immediate emotional support to the public.

Outcome of the Counselling Service Extension

Year	2016	2020
Number of Clients	1,414	2,584
Number of Counselling Volunteers	45	110
Number of Supervisors	10	23
Length of Phone Counselling Sessions	18 hours per week	35 hours per week



The programme coordinator was explaining the training process to those interested in volunteering.



Annual gathering of counselling volunteers.

Four Development Strategies



Consolidating and Expanding the Team

- Counselling Group (Volunteer training, in-service training and reappointment of former volunteers)
- Supervisor Group (Supervisor training, recruiting full-time counsellor)
- Training Group (Facilitator training)



System Optimization

- Develop a shift system
- Strengthen manpower management and career growth
- Strengthen the support system SOP for high-risk cases
- Re-schedule shift hours



A Stable Financial Support

- Fundraising plan
- Re-initiate the "95 Care Fund" project



Upgrading Facilities

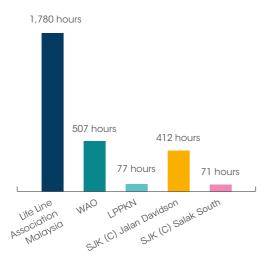
- Upgrade hardware facilities
- Strengthen client's information management
- Expand service space
- Establish the safety and convenience of night shifts

Seeking Help 2

PLAY THERAPY

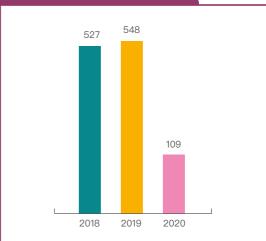
NOURISHING LITTLE HEARTS

LLAM has provided a total of 2, 847 hours of play therapy service to the public since 2015, helping troubled children to express their emotions as well as regain joy and courage.



AL

Number of Play Therapy Sessions



Note. *The play therapy service was suspended from 18th March till the end of the year due to the COVID-19 pandemic.



A memorandum of understanding was signed with the Women's Aid Organisation (WAO) and the National Population and Family Development Board (LPPKN) to provide play therapy services for children of all races.



Since 2018, Dr Alicia Pon from the National University of Singapore (NUS) has been invited to provide play therapy training and supervision.



12 volunteers of the 4th term completed their training in 2020 the training was fully conducted by LLAM for the first time





Play therapy service is provided to the students of SJK (C) Jalan Davidson and SJK (C) Salak South whereas parenting education programmes are conducted for the parents every year.



The play therapy group was invited to provide a four-day training programme for LPPKN officers from various states.



Self Help 1

PURCHASING PUCHONG CENTER

EXPAND AWARENESS AND TRAINING SERVICES

Stepping into the early 2000s, Life Line Association Malaysia purchased a new property-Counselling Education Development and Training Centre.

In year 2014, with the sponsorship and strong support of Madam Lilian Goh Kui Lian, our honorary life president, LLAM has moved to this existing Setiawangsa centre from Maluri, Cheras with a symbolic rental of RM10 on a 15-year tenancy period. This kindness has opened a new chapter for LLAM. Since then, we have been actively promoted the "95 Spirit" campaign and committed to alleviating the ever-increasing mental health crisis.

With the efforts of several batches of committee members and volunteers, the services of the association have been increasing day by day, the number of community education and training courses has increased by leaps and bounds. As the result, LLAM required more spaces to support our services.

The demand for purchasing additional property was at the top of LLAM's list. This prompted the call for fund-raising to fund the necessary property purchases. After nearly seven years of hard work, at the beginning of 2020, LLAM's 12th Board of Directors, led by President Soh Ban Aun and Chairman of the Construction Committee Yeoh Hock Choon, completed the plan to purchase the property and bought IOI Business Park 6F27 for RM 1,200,000, called "Counselling Education Development and Training Centre".

In the foreseeable days to come, LLAM will effectively plan and carry out diversified community counselling education courses and professional counselling training courses. This was done to live up to the expectations of community leaders and benefactors, as well as to ensure that LLAM stays committed to achieving the goals of LLAM.







Self Help 2

ORGANIZE HRDF CLAIMABLE CORPORATE TRAINING

TO PROMOTE MENTAL HEALTH AT WORKPLACE

According to report in 2018, mental health problems in the workplace caused economic losses of up to 14.4 billion ringgit in Malaysia. In an increasingly competitive work environment, people suffer more and more psychological problems in their workplace. However, they are rarely detected nor given help in time, leading to many societal tragedies. In 2019, LLAM has been recognized by the Human Resources Department and certified as an HRDF registered training provider. Since then, we have launched a number of corporate-related training to raise awareness on the importance of mental health at the workplace, explore the ability to "self-help", and improve personal health and corporate productivity.



Self Help 3

ESTABLISH CPD COURSES

TO ENHANCE THE PROFESSIONAL GROWTH OF COUNSELLORS

Since 2018, the Lembaga Kaunselor Malaysia stipulates that registered counsellors need to acquire designated Continuous Professional Development (CPD) points to renew their licenses to ensure counselling services are carried out professionally. LLAM was immediately listed as a certified service provider where registered counsellors who participated in specific training courses offered by LLAM are able to gain CPD points.





14 Rounds Kategori Wajib 2 Course



117 Hours



31 CPD Points



89 Counsellors applied for CPD Points

Self Help 4

COLLABORATION WITH GOVERNMENT DEPARTMENTS



PROMOTING MUTUAL DEVELOPMENT IN MULTI-ETHNIC COMMUNITY

Cross-ethnic servicing has always been an important developmental goal for LLAM. Following the increase of volunteers over the years, LLAM has successfully launched a Chinese-English bilingual counselling hotline and a trilingual promotional material. LLAM has also signed a Memorandum of Understanding (MoU) with various government agencies and other NPOs to grow together through various services and courses.

Plan	Cooperating Organizations	Year	Results
National Development Policy Seminar	Ministry of Women, Family and Community Development (KPWKM)	2019 - Present	7 sessions participated
Art Therapy for Youth	National Art Gallery	2017 - Present	157 secondary schoolers benefited
Play Therapy for Children	Women's Aid Organisation (WAO)	2015 - 2018	507 children benefited
Play Therapy for Children	National Population and Family Development Board (LPPKN)	2016 - Present	68 sessions provided
Family Education and Mental Health Training		2016 - Present	481 people benefited
SMART START Premarital Programme		2006 - Present	288 husbands and wives benefited
"LISTEN" Seminars	Secondary, Primary Schools	2015 - Present	1,660 people benefited
Blood and organ donation campaign	National Blood Centre National Organ Transplant Resource Centre	1989 - Present	1,555 packs of blood collected and 142 organ donors recruited in









the past 5 years



39

Self Help 5

ACCOMPANYING TEENS

TO EXPLORE THE COURAGE TO GROW UP

Volunteers from the Social Care Group took the initiative to join the community in planning and leading a series of experiential activities. The volunteers accompanied teens in exploring their inner emotions, helped them in realising their ability to "self-help" as well as encouraged and prepared them for the joys and challenges they faced in their growth. The target population of these services include orphanages and SKM (Sekolah Kurang Murid). Other than that, volunteers were also invited to organize campaigns for primary and secondary schools in various regions.



* Affected by the pandemic, self-exploration activities were replaced by Emotion Booklet and online camps.



After 10 years of services in Rumah Victory, in 2019, our volunteers extended their services to House of Joy, Rumah Charis & Pertubuhan Kebajikan Dan Sosial Da Ci.



Since the launching of the "Sunflower Caring" Campaign in 2018, it has expanded its reach to Sungai Lima (Selangor) and Kuala Sepetang (Perak) by organizing campaigns for the local SKM (Sekolah Kurang Murid).



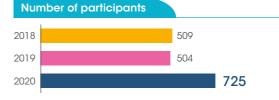
"72 Transformation" Camp was first initiated in 2015 and has been deeply loved by both students and parents. To date, it has been held three times.

Self Help 6

PROMOTING SOCIAL WELFARE ACTIVITIES

AND FACILITATING SELF-ACTUALIZATION

Volunteers of the Community Service Group would initiate social welfare activities, such as blood donation activities, cleaning old folks' homes, environmental protection campaigns, etc. This was all done monthly to encourage the public in achieving self-actualization and appreciating the value of life during the process of serving and giving back to society.





The blood donation campaign, regardless of race, embodies the spirit of "donate a packet of blood, save a life"



LLAM efforts were once again recognised by the Ministry of Health in 2019.



Invited by the Selangor State Government to become a member of the Bagan Hailam Recovery Project.



During Chinese New Year, volunteers went to the old folks' home to clean and decorate as well as wishing the elderly.

Self Help 7

HELPERS' SELF-HELP

Believing that "lives influence lives", internal training such as supervision and in-service training is held to ensure volunteers' mental well-being to provide quality service.



Three Types of Supervision

Shift Supervision: One to three supervisors are

present for each shift to supervise the volunteers according to their

seniority:

• New Volunteers: Receive one-to-one or group

supervision immediately after receiving a call to ensure

effective learning.

• Senior Volunteers: Receive one-to-one supervision

and discuss issues in guiding

new volunteers.

Peer Supervision: Volunteers can seek supervision

from another senior volunteer in addition to the formal

supervision session.

Personal Supervision: All volunteers have to attend mandatory one-to-one supervision

sessions twice a year.



In-service training of "Self-Awareness Supervision Model" workshops conducted by Prof. Chen Chin Yen from Taiwan

Internal Training 2020

Counselling Group

Zentangle (1.5 hrs), Transforming Emotional Trauma in Women (2 hrs), Three Stages of Help Model (5 hrs)



Group Supervision (3 hrs), Child Psychological Development (1.5 hrs), Case Conceptualisation



Brainstorming Workshop (7 hrs), Companionship for the Depressed (3 hrs)



Online Mamak (3 hrs, Theme: Body Massage, Mindfulness, Art Therapy)



Suicide Prevention among Teenagers (2 hrs), Basic Concepts in Counselling



GRATEFUL TO HAVE YOU THROUGH THE THICK AND THIN

THE SENIOR VOLUNTEER WHO RECEIVED THE <MILESTONE AWARD>



66 Fulfilling A Social Responsibility **99**

Teoh Kheng Hong / 25 Years of Service

Since I joined the volunteer training in 1995, 25 years have passed just like that. Seeing that many of my companions left LLAM for various reasons, while I have persisted from youth to middle age, people would think that I have some special motivation. I just hope that I can fulfil my social responsibility.

Looking back, I vaguely remembered receiving a call from a woman saying that her husband cheated on her during her pregnancy. After giving birth, she

decided to have a divorce. She worked hard and put in lots of effort to be the best single parent she could be. A few years later, I received a phone call from the woman and she told me that she was going to get married. At that time, I was moved by her perseverance and determination. I would say it is the positive changes in the lives of people in these cases that move us and help us grow.

Along the way, I have witnessed LLAM starting with around 10 volunteers, and now there are hundreds of us. I am looking forward to having the same amount of energy to continue to serve as I step into the later years of my life. I wholeheartedly hope that LLAM will continue to develop and benefit the community.

46 Helping Others Has Become a Habit 99

Ong Cheng Kooi / 25 Years of Service

The 2020 pandemic has changed how the world normally lives. I am grateful that despite all that, I am still alive and able to receive this award. It is ironic how it started from me knowing nothing about LLAM and to it becoming an integral part of my life to the point that fixed service hours has become a habit. In the midst of all that, the biggest reward is meeting a group of like-minded friends. We have done meaningful things together, opened up to each other, and even



provided mutual support and affirmation. Over the years, although there have been times when I wanted to take a break due to the busy and exhausting lifestyle, I have never thought about giving up, nor have I particularly thought about how long I can keep going. This is because being here would signify that I could still contribute.



66 Finding The Ability to Be Confident 99 and Self-accepting

Ong Tong Foon / 15 Years of Service

From a bona fide scaredy-cat, I have slowly regained my confidence by helping others. At the same time, I understood that I have to be self-sufficient to live a free and happy life. I still remember the experience of being requested by the clients to refer to another volunteer when I received the phone counselling for the first time. I felt so hurt at that time. Due to my passion for this, I was driven to learn more by

enthusiastically participating in workshops, looking up more information online, and even discussing with my friends. My biggest encouragement and motivation comes from the caller saying that he feels better at the end of the session.

I have learnt that if I treat others or myself solely as a "human", my heart would naturally be more allowing and accepting. Whenever something was not done well, I would allow it, accept it, and face it because everything will turn out better.

46 Helping Others Bring Me Inner Peace **77**

Loo Saw Moay /15 Years of Service

I am very grateful for this big family as it has become my second home. Unexpectedly, in my quest of helping others, I might have benefitted more than those who sought help from me. In the past, I always held my valuable possessions, work, and important people in my life very tightly. I was worried that I would suffer losses, my loved ones would leave, and the judgmental gazes



of others. As a result, I was exhausted. I learned to let go, to cherish, to live in the moment, and to enjoy life while helping others. Being able to take an honest view of what is happening around you, you can see that life can be free because everything happens according to the best arrangement possible.



Thank You, Callers, for Your Acceptance To Ong Cheng Leng and Permission Ong Cheng Leng /15 Years of Service

As a counselling volunteer, on paper, I am supposed to help people. In reality, my colleagues and clients helped me as well by allowing and accepting me. Listening to others is a type of skill, and this skill needs to be continuously honed according to changes in the environment. Because of that, I am still learning with my peers. Knowing my peers at LLAM is my most precious treasure. Their

support and trust enabled me to become who I am today. I sincerely hope that those who contribute to society can also find their inner peace.

To provide better quality assistance to help-seekers, LLAM actively collaborates with different entities to integrate resources and

LLAM 🎐 Nirvana Asia Group



The founder of Nirvana Asia Group, Tan Sri Dato' Kong Hon Kong has been relentlessly promoting various charitable services and cultural development in Malaysia. Since he was appointed as the Honorary Lifetime President of LLAM in 2013, he has provided strong support in expanding our reach. Nirvana Asia contributed RM100,000 to enable LLAM to shift to a new operation centre in Setiawangsa in 2014 and further contributed RM500,000 to purchase purchase Counselling Education Development

and Training Centre for LLAM in 2020. In 2019, the 'Love Always' Life Education Alliance was established under the request of Nirvana Asia and Sin Chew Daily. LLAM became a member of the Alliance to promote care for long-term caregivers in addition to providing counselling support.

LLAM Khind Starfish Foundation



With the mission of "delivering happiness", Khind Starfish Foundation has consistently funded the social education series since 2014 to raise public awareness of mental health as a route towards achieving greater joy. A total of RM69,000 was contributed to promoting the "LISTEN" campaign, the Counselling Tour Around Malaysia 2.0 & 3.0, as well as the "Learning to be a Companion" charity virtual school, which benefitted a total of 15,079 people.

LLAM 🥯 PERKAMA International



66 Thank you to LLAM for continuing to provide counselling services during the pandemic, bringing a ray of hope to the welfare of Malaysian society. 99 In recent years, our services and courses have been acknowledged by the Lembaga Kaunselor Malaysia and Persatuan Kaunseling Malaysia Antarabangsa (PERKAMA International). In 2019, we were invited to attend the Professional Counselling Symposium facilitated by PERKAMA International to jointly discuss the professional development of counsellors and formulation of associated policy. We were also awarded a certificate of appreciation from PERKAMA International in 2020 as recognition of LLAM's unyielding efforts in providing counselling services during the pandemic.

- President of PERKAMA International, Dato' Dr. Abd. Halim Mohd Hussin -



expertise, including government departments, enterprises, associations, schools, and individuals.

LLAM 🧶 Honorary Life President Datuk Eddie Heng Hong Chai



Datuk Eddie Heng Hong Chai became LLAM's advisor in 2014 and the Permanent Honorary President in October 2020. During these few years, Datuk led the Kiwanis Club of Bangsar to organise several charity fundraising dinners that cumulatively raised more than RM200,000 for LLAM to promote the "LISTEN" talks in schools and the project for sustainable counselling. Datuk and the Board of Directors of SJK (C) Sentul have also sponsored the cost of using

HGH Convention Centre and the Galaxy Banquet Hall on many occasions for LLAM's important ceremonies, including the 20th and 25th anniversaries charity fundraising galas, the launch of the "LISTEN" campaign, as well as the 2020 Members Conference and Volunteer Appointment Ceremony.



During May 2020, LLAM was invited to cooperate with New Era University College to provide general education courses (MPU) for the students of this school, titled "Life Education and Social Concern". This course was conducted for one semester, spanning across 14 lessons, with a total of 2 credits. Lecturers from LLAM's social education group served as instructors on various topics,

helping students to enhance their awareness and reflection on life as well as deepen their love for society. This is the first integration of resources between institutions of higher education and community help organizations. We look forward to the holistic development of the students. At the same time, we also hope that through the participation of this group of new blood in society, the society's awareness and motivation of helping others can be improved.

LLAM 🥯 Serene Lim & Yeo Yann Yann



In August 2020, LLAM organised the "Learning to be a Companion" online charity school and received strong advocacy from 20 public figures. Serene Lim, Gan Mei Yan, Goh Wee Ping, Miau Miau (Miau Lim), Freddie and Catz, Royce Chen Zhi Kang, Lenna Lim and others even created short clips to promote it. Subsequently, Serene Lim also shot a short video to encourage the general public to support the 95 Care Fund.



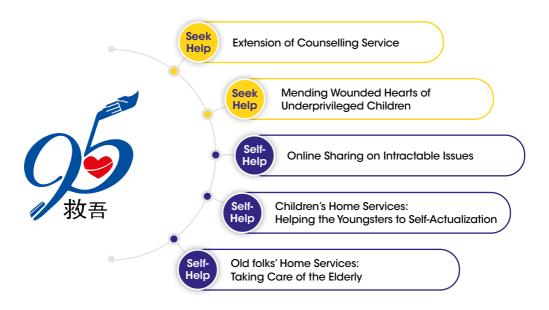
In addition, winner of the Golden Horse Award for Best Leading Actress 2019, Yeo Yann Yann held 4 live stream sessions with the speakers of LLAM on the theme of "It all started with one call" to promote the meaning of 'self-help' and 'seeking help' during the pandemic.

46 We hope that you will make small, regular donations to enable Life Line Association Malaysia to continue serving the public during the pandemic. 99

- Yeo Yann Yann -



Approach 1: Support the following projects to promote the 95 spirit with LLAM!



Approach 2: Starting in 2021, you can donate via Touch'n Go!







Approach 3: Consistent Small Donations for a Stable Financial Base



爱心基金

CARE FUND

ONE RINGGIT A DAY

ACCOMPANY THE LOST SOULS TO FIND THEIR WAY

We sincerely invite you to donate in small amounts regularly, collectively supporting LLAM with a stable financial situation for the sustainability of our community services.



people to receive counselling services



1 underprivileged child to receive

12 play therapy sessions



3 teenagers

to self-explore via activity series



Contribute to 2 hours of social work



With RM1 per day you can help



15 people to learn to selfhelp and help the others



950 donors

RM95 every 3 months (RM1 per day) = Approximately

> RM360,000 (basic expenses of a year's service)



Raised RM53,062.00 per year

*All donations are tax exempted

How to Donate?









^{*}Note: Donation is available via auto-debit of credit/debit card, online bank transfer, and cash deposit.



THANKS FOR YOUR KINDNESS & SUPPORT



















Kan Ean Seok Leow Voon Yen **Ee Kok Chin** Yap Yoon Foong Tan Li Peng Ong Lay Na





DONORS OF 95 CARE FUN

Remarks: Only sponsorships of RM1 or above per day are listed due to the limited space available. Thank you for understanding.





- Brenda Ang Shau Ying
- Chan Lai Yong
- Chan Nian Mei
- Chan Yean Leng
- Chiah Yi Ting
- Chin Chi Gang
- Chin Sat Chew
- Chong Pow Ying
- Choon Lee Meng
- Choong Siaw Lan
- Chow Sow Fong
- Chu Wui Sen
- Cindy Winnie Tan
- Eng Lee Chen
- Gan Siou Tina
- Goh Sim Gaik
- Haw Eng Seng
- Jessica Lim Pei Shian
- Kan Ean Seok
- Lai Chooi Lina
- Lai Huey Mien

- Lai Mee Chun
- Lau Jing Han
- Lau Suh Fui
- Lee Bock Siong
- Lee Chui Yong
- Lee Kong Teng
- Lee Mun Teng
- Lee Yin Ling
- Leong Kah Wai Liam Wei How
- Lim Wee Meng Lim Yee Wen
- Lim Yen Heong
- Loh Siu Ling
- Loke Shu Yan
- Low Chin Chana
- Low Peck Hong
- Marina Ee Yan Yan
- Nai Seow Hong
- Ng Kai Yen

- Ng Yean Lee
- Phoon Kam Mei
- Seon Yee Wah
- Siw Lay Har
- Tan Aik Kiat
- Tan Karen
- Tan Sok Ting
- Tan Yoke Ling
- Tay Mei Foong
- Teo Wei Sheng
- Teo Yuan Chin
- Tiana Lay Tina
- Tong Jie Yi
- Wong Chyi Ci
- Wong Kim Moi
- Wong Shee Nee
- Yap Lee Choo
- Yap Mei Heong
- Yong Kah Loo
- Yow Pui Leng





事前規劃

讓人生後顧無憂 for added peace of mind

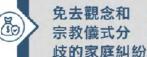
富貴Nirvana

Pre-need planning

IO 大好處 key benefits

0%免利息分期付款,節省更多(低首期款額及長還款期限)

Enjoy the 0% instalment plan to save even more in the long run (low down payment and long instalment period)



Prevent family disputes over the choice of religious funeral rites and Ideas

依自己的 要求決定 每一個細節

Ease the financial burden of your family

有時間做比較 選擇最好的喪 禮服務内容

Opportunity and time to compare and choose the best bereavement service providers



無需臨時一次 性繳付全額而 措手不及

Avoid the need to make an immediate full payment and be caught off auard



無依者免去無人操辦後事的煩惱

Avoid the trouble of unfinished affairs



使人生更 豁達無後顧 之憂

Allows you to live life in a more open-minded manner without worries



避免悲傷時倉促決定

Avoid hasty decisions during critical moment of bereavement



減輕家人悲傷的壓力(例如自行決定殯儀配套、風水福地選位等)

You are empowered to decide on every detail (e.g. Nirvana Life Plan or Feng Shui burial plat)

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Lock in today's prices for protection against inflation







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面谈辅导:需事先于官网预约



周一至周五 10am-12pm



周一及周五 2pm-4pm 周六 2pm-5pm



6pm-10pm









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03-4266 6195 | admin@lifeline.org.my No. 1-3, Jalan Jelatek 1, Setiawangsa, 54200 Kuala Lumpur.

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95愛心基金 - 定期小额乐捐



陪伴迷失方向的心灵









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