

生命线协会需要**950**位 长期小额赞助者， 你愿意成为我们的 “**95** 爱心使者” 吗？

只要一天一令吉，通过长期固定的赞助方式，就可以帮助组织维持一年基本服务运作。邀请你和生命线一起继续推广和落实“95精神”，及时接住每道求救讯号，迈向零自杀的社会！

- 每月捐献 RM30
 每年捐献 RM365

一天一令吉的帮助：

- 让7位困境中的民众获得辅导服务
- 让1位清寒家庭的小孩接受12次游戏治疗
- 让3位青少年在系列活动中探索自我
- 让2小时的社会福利工作得以促成
- 帮助15人透过课程学习自助、助人

银行账号：

Hong Leong
Islamic Bank
2400 1000 342
(Persatuan Life Line Malaysia)

网站或银行汇款



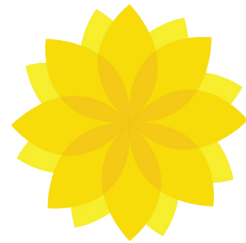
随喜乐捐



Touch 'n Go



Duit Now



救吾



马来西亚生命线协会
Life Line Association Malaysia

2021年报 | ANNUAL REVIEW 2021

95 SPIRIT ///

迈向零自杀

THE KEY TOWARDS

从**95**开始

救吾 **ZERO SUICIDE**



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英文翻译：林紫琳、林志汉、庄淼善、林尉敏、
郑铭菘

文字校对：盘络翔、谢成、吴佩蔚、温逸敏、
林紫琳、陈佳谦、杨紫琪
出版：马来西亚生命线协会
印刷：Nets Printwork Sdn Bhd

备注：年报内的各项排序主要以时间顺序或版面配置进行编排。

2020-2023年度

第13届理事会阵容

永久名誉会长

顾问

会务顾问



- | | | | |
|--|---|---|---|
| 1 丹斯里拿督郑福成局绅
Bina Puri Holdings Bhd
集团董事经理 | 4 高桂莲
Kendek Products Sdn Bhd
董事 | 8 丹斯里拿督邱财加
Brem Holdings Bhd
董事经理 | 10 张成市
Poh Hing Li Marketing Sdn Bhd
董事 |
| 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 | 5 陈培心
Hans Advisory Trus Co Ltd
特许会计师 | 9 吴信安博士
台湾生命线总会
国际事务委员 | 11 苏慧琴
Nesh Marketing Sdn Bhd
董事经理 |
| 3 拿督斯里陈正财博士
Santa Mauser Malaysia Sdn Bhd
总执行长 | 6 拿督李德木 | | |
| | 7 拿督王鸿财
王岳海大礼堂董事长 | | |



会长 施顺荣
署理会长 张福泉
副会长 黄世辉
副会长 许靖纬
秘书长 卢水清
副秘书长 王莉善
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理事 余莹樱
理事 廖翠薇
理事 罗国荣
理事 张思维
理事 陈碧君
理事 罗秀梅
理事 张秀娴



过去的一年里，在疫情的冲击下，无论是不断持续的行管令，还是突如其来的大水灾，大家都面对了很多不同的考验。在这种挑战的当下，希望我们都能更从容地调整自己的心态，以更宽阔的胸襟，去接纳外在的真相；以更柔软的心，好好善待自己。



全球19个国家，拥有201个生命线中心。新常态下愈渐频繁的线上互动，让国际生命线协会 (Lifeline International) 各会员组织之间有更紧密的联系，同时我们也把马来西亚生命线协会的多元性和过去累积的经验分享给更多国家，相互学习并提升彼此的服务品质。2022年，我们协会也将参与数项跨国企划，促成国际发展，也拉拔本土专业水平。



接下来的日子里，我们将持续推广“95 救吾”这个核心精神。过去的自杀案例数据显示，半数以上的



案例为青少年；同时，疫情下中小型企业企业家们面对着庞大的经济压力，而陷入极度沮丧与无力感。为此，生命线协会将策划更多面向青少年和企业的心理健康活动，给予这些群体更多陪伴和关注。



2021年12月，突如其来的连降大雨，让我国许多地方都遭受严重水灾，生命线协会也以最快的速度成立紧急支援小组，为灾民的身心层面，都竭尽所能地给予支援。未来，我们希望能够更深入地发展灾难心理支援工作。这是因为在灾难现场，往往不只是经济与物资上的损失，灾民们也承受着许多无助和恐慌，心灵的慰藉和陪伴绝对是刻不容缓的。

最后我要感谢所有以不同形式支持和认可生命线协会的朋友。这个世界需要更多的爱与互助，希望我们能够珍爱生命，发挥95精神，以生命影响生命，让爱温暖自己，也温暖人间。



自新冠疫情爆发，持续了近两年的时间依然居高不下，抗疫工作演变成一场长期的拉锯战。无疑地，调整好自己身心状态，提升“自救”能力，掌握“求救”资源，是撑过这场危机最主要的觉醒意识。

过去一年，在“自救”方面，辅导组义工在居家值班模式上日趋成熟，社会心理求救需求日益剧增。2021年的辅导求助者增加了近40%，达到3,613人次的辅导次数。游戏治疗组基于安全考量，暂停线下服务，期间开展密集式线上游艺技巧培训后，于去年底正式推出线上服务，为受疫情困扰的孩子与家庭给予及时援助。

“自救”方面，社会教育组持续开办各种线上课程和媒体访谈，让不同的社会群体得以掌握各种“自救”技巧，影响人数一再突破过往的记录，参与的学员人数高达12,265人，媒体访谈共175场次。关怀组和爱心特工组的服务形式和对象属于人数较多的大团体，因此，特别是这一两年，受惠人数较低。顺应时局的变化，关怀组改以线上方式带领生活营和绘本阅读，爱心特工组则以筹集与派发物资为主；受益于公益活动的民众人数虽少，但接受物资捐献者总计1,408人。

祈望疫情依然肆虐之下，每个人得以掌握“自救”与“求救”的意识，我们一同走过疫情危机。

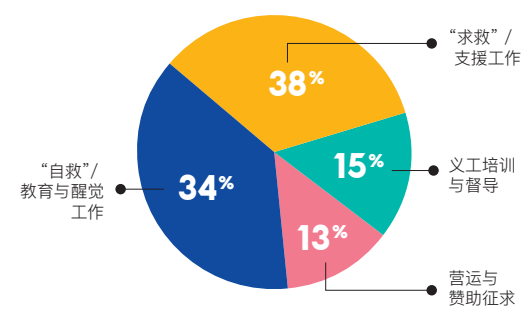
受惠者人数	2019	2020	2021
求救 - 支援工作			
辅导组 求助者人次	2,621	2,584	3,613
游戏治疗组 服务次数	548	109	61
自救 - 教育与醒觉工作			
社会教育组 学员人次	2,317	5,849	12,265
社会教育组 媒体访谈场次	107	146	175
关怀组 受惠青少年人次	406	90	103
爱心特工组 响应民众人次	504	725	179



2021年对许多人来说实属煎熬。不少企业因经济萎靡而陷入倒闭危机，难得撑到新政策开放经济，却又遇上突如其来的水灾，导致损失及创伤更为惨重。因此，这一年大部分的捐款均倾向于赈灾或生活救济；然而，大家仍然关注着生命线协会，一起分担每月庞大的开销，这份肯定让我们感激不尽。

和其他民间团体一样，本会也面临运作上的艰难。为了应付社会需求，我们迅速做出对策，持续陪伴每位饱受情绪困扰的求助者，也不间断在媒体平台给予社会教育。这场疫情大大增加民众对于心理辅导的认知，生命线将为此不断提升服务品质，以便提供更有素质且有效的帮助。

要能够站稳脚步永久性服务，我们急需950位“95 爱心使者”以小额定期捐款方式来资助组织每年基本开销。诚邀各位立即加入，让生命线更有底气地发展，一起为社会打造更美好的明天。



每一笔捐助款项，其40%将用于“求救”，约1/3用于“自救”，另外的1/3则用于义工培训与督导、营运和赞助征求两大方面。

193
义工的奉献

17,535
小时的陪伴

2021年，五个小组共计193位义工服务，包括了138位正式受聘义工和55位实习与见习义工。即便义工们的生活都因疫情遭受到不同程度的影响，大家依然坚守岗位，总服务时数达17,535小时。

义工组织架构图



2021年组长团交流会分别在3个周末进行，共计13小时，由叶燕茹带领正副组长们进行SWOT和TOWS分析，一同拟定出组织的3大发展方向与11项焦点项目。



行政团队

行政主任：谢成
辅导服务与发展：马清容
品牌与媒体关系：盘络翔
赞助与社区关系：李芯琦
企划协调员：余凯薇
兼任企划协调员：黄秀英
兼任会计：高敏仪



2021年 各组组长与 受聘义工人数

辅导组
70位受聘义工
组长：陈碧君
副组长：吴燕珊、奚诗韵

游戏治疗组
12位受聘义工
组长：余莹櫻
副组长：陈汉梅

关怀组
20位受聘义工
组长：许佩慈
副组长：殷佩玲

社会教育组
15位受聘义工
组长：廖翠薇
副组长：杨燕芬

爱心特工组
21位受聘义工
组长：王俪玲
副组长：周勇敬、张毅祥

2021年度焦点

疫情的蔓延和 不稳定性， 促使社会大众 对心理辅导的 需求更为迫切。



眼看全国自杀率大幅提升，生命线协会全体上下坚守岗位，配合时下需求发展出各项前瞻性的应对策略有效推广“95精神”。

秉持这使命，我们积极提升各阶层人士的“自救”能力，同时加强“求救”意愿与动机，一起挺过疫情引发的危机。





配合9月10日“世界预防自杀日”，生命线协会首次推出《95生命自觉月》系列活动。以“迈向零自杀，从95开始”为主题，从9月2日至25日举办了五项不同性质的活动，带领民众发掘自我价值，提高守护生命的意识。

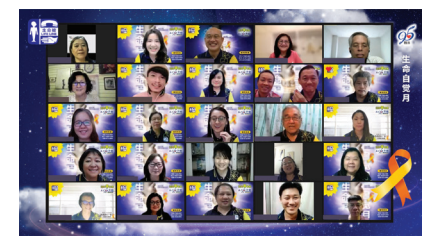
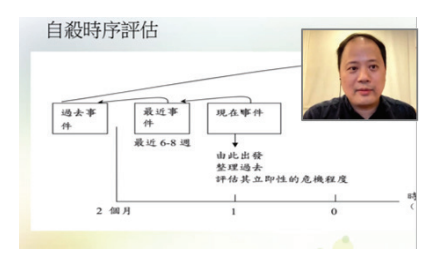
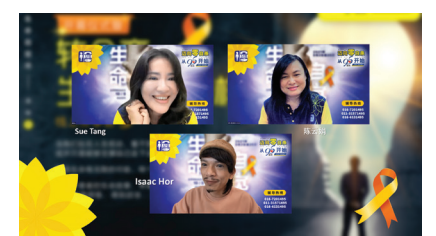
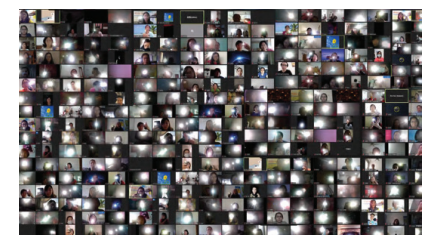


突破疫情局限，线上收获，媲美实体生活营！

第9届 95生命自觉营
“我有我价”“职”
21天线上成长营

五角度切入，逾500人关注自杀议题

- 《转弯，生命就不一样了》**
 分享会
 281人见证“自救”与“求救”力量如何消缓自杀危机
- 《看电影，谈自杀》**
 分享会
 76人深入探讨自杀议题，重见生命意义
- 《与自杀意念者的会谈策略》**
 工作坊
 78位助人者提升自杀危机处理能力
- 《自杀者遗族的身心照顾》**
 访谈*
 社会大众更关心遗族的哀伤历程与心理需求
*备注：原定以实体会心团体进行，因疫情影响改为电台、电视台与报章访谈报道。
- 《我有我价“职”》**
 21天线上成长营
 101位职场人士探索自我价值，增强情绪调节的能力



学员回馈与收获：

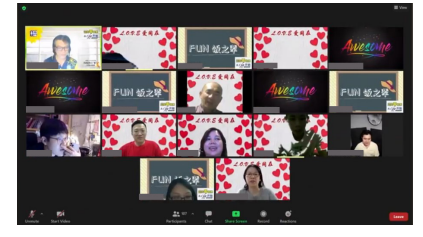
- “现在，不管我今天快乐或烦恼，我都会抽点时间爱自己...有适合自己的Me Time后，心情是舒服和愉快的，然后重整心情再投入生活。”
- “我在教导孩子做功课时的耐性变得更好了...我和先生的相处也有所改善，之前我会觉得他常不主动帮忙，都是我在做家务，心里很多怨气，心累身也累。现在我会改变自己的想法，发现先生也会因为我而慢慢地做出改变。”
- “生命线是唯一一个让我觉得虽然我是赞助者，但是我也有被关怀的...还给我多一个名额，邀请家人朋友一起参与。”
- “因为疫情所以有了线上的95营，在东马的我第一次感受到了生活营带来的改变与成长。”

分享嘉宾阵容包括

- 95爱心大使 杨雁雁
- 台湾 罗耀明博士
- 歌手 阿牛
- 电台DJ 王彪民
- 资深辅导员 王莲明硕士
- 资深辅导员 蔡持兴硕士
- 资深辅导员 黄玉燕



会长施顺荣、《95生命自觉月》筹委会主席许佩慈、营长黄友伟带领近40位义工完成创举。



和队友们从互不相识，到分享生活中的点滴和一起完成新奇的任务。我意想不到的是大家的参与与真诚，还有一个能干又积极的组长带动大家。

因为赞助伙伴们的支持，自杀与生命议题得到更多关注！



年度焦点 2

杨雁雁任大使， 召唤95精神



2020年末，金马影后杨雁雁首次与生命线协会合作。我们以《从一通电话说起》为名，举办了四场脸书直播访谈，畅聊备受关注的心理课题。随后，杨雁雁正式担任本会“95爱心大使”一职，积极向外界宣导生命自觉意识。



“我一直都很钦佩辅导义工们的奉献精神。能遇到生命线协会也是个学习的契机。特别在疫情混乱的时期，我们都要学习找到适合自己，并且起效的抒发管道让内在得到调和。”

当初应邀加入生命线，是因为雁雁十分认同“95精神”的重要性。“情绪虽然无形，但它确实存在，必须被我们正视和接纳。只要每个人在逆境当中适时‘自救’和‘求救’，便是一次好的转机，相信能够撑过这场疫情带来的冲击。”为此，雁雁突破技术上的挑战和限制，居家拍摄了宣传短片，号召全民支持定期捐款计划，一同透过本会的服务响应自助、助人的善举。

在3月举办《一分学习·三分陪伴2.0》慈善学堂中，雁雁献上“生命中的潮起潮落”分享会，娓娓叙述过去成功自救的人生经验，为活动掀开精彩序幕。“与自我内在的对话是很重要的。由于我只擅长于演艺，时常担心会因表现不好而失去其他的工作机会这些对未知的害怕和焦虑情绪，不会因为否认而消失。我必须承认它，认真对待它，最终成为推动我向前进的推动力。”

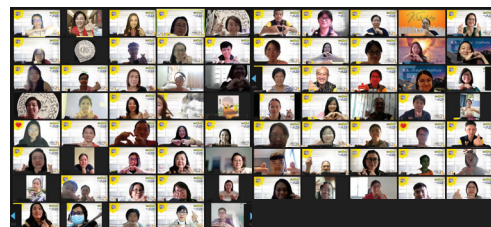
9月，配合《95生命自觉月》，雁雁和线上成长营的参与者述说“STAY NEGATIVE”。这一小时的分享，让营员们提升自我觉知的能力，学习去承认自己的“-ve”是走向“+ve”的第一步。

彷徨失意的时候，希望我们都不轻易放弃，就如雁雁最常说的一番话，“心里的伤需要时间修复，在需要之时联络生命线协会寻求帮助。求救并不可耻，也不意味着你是弱者，因为勇于跳出框框去承认自己需要帮助并不容易，因此敢于求救的你恰恰是强者。”



10月10日是世界精神健康日，雁雁携手资深督导陈云娟主持“大手拉小手，我们都在”脸书直播，与情歌天后梁静茹关心疫情下的心灵照护，再次履行推广“95精神”的使命。

雁雁也在各大电台进行分享：CITYPlus FM Sarawak《职业女性注定只能从“家庭”和“工作”中选其一？》、988 FM《被霸凌了该怎么办？》、MY FM《I Hear You》。



年度焦点 3

虽无法相见， “我们都在”， 爱在荧幕间 流转



“阿9阿5” 走入线上生活

行管令实施近两年，人们更多在网络世界中交流互动。因此，生命线协会将“95精神”拟人化成“阿9”和“阿5”两个吉祥物，以WhatsApp动画贴纸和“我们都在”Facebook头像框的形式呈现，让行管令期间的线上生活依然能感受到人与人之间的相互支持与关爱。

【生命不是二选一】网络贴文

6月下旬，自杀事件频传，社会弥漫着消沉气息。于是生命线协会在网络上发起一项运动，呼吁大众示出“生命不是二选一，你愿意和我一起找到其中的希望吗？”

当萌生自杀意念时，人们往往陷入“继续痛苦”和“结束生命”二元对立的思维，看不见其他活下去的方式。这时候，如果身边的人能够用心倾听、给予同理和陪伴，协助看见两者之间的各种可能性，哪怕是貌似微不足道的事物，都可能助人度过最艰难的时刻。

此运动获得热烈回响，从小朋友至年长者，超过300位国内外辅导工作者、知名艺人、企业机构、大学生等纷纷响应。



自制网络短片 真情展现自救与求救力量

我们首次推出两部短片，设为《自救篇》与《求救篇》，主要传达“9次呼吸，5指安抚”及“听见”的概念，也透过内容呈现给正在困苦中的人们献上叮咛与关怀——“愿你有片刻呼吸的空间”、“愿你的心声能够被听见”和“我们都在”。

年度焦点 4

灾区心理支援， 第一时间 安身安心



2021年12月17日开始的连绵豪雨，让巴生一带的居民遭遇了百年以来最严重的水灾。有的灾民失去了亲人，心情沉痛；有的损失惨重，陷入了经济困难。眼看房子的清洗和各种维修工作，许多家庭都倍感压力。



本会在这时候收到来自社会福利局（JKM）的紧急求助信，得知全雪隆区设立了160所临时疏散中心，共聚集超过3万名灾民。然而，该局现有的辅导人力远不足以提供心理急救，于是希望获得各非营利组织的协助。

为此，本会随即组队前往灾区考察，进行安全、需求和条件三方面评估，并紧急整合与调配五组义工人力，再按照当地成人与孩童的心理需求，开展各项支援服务。过程中，我们也得到了台湾曾仁美博士的协助，分享台湾过去灾难现场支援的经验和指引，让义工们的服务真正地为灾民们安身、安心。此外，华社辅导协会也派出执委参与援助，数位赞助者也捐献口罩、手套等防疫设备，以保障服务过程中灾民和义工的健康安全。



在各方共同努力下，生命线陪伴着灾民们一同重建心灵的家园。



参与义工
• 35人次

服务灾民
• 孩童30人次
• 成人49人次

支援服务
• 家庭评估
• 情绪支援
• 孩童游戏治疗
• 团体游戏和表达性艺术治疗



年度焦点 5

三方合作， 守护疫情下的 幼小心灵



自2018年，生命线协会与州立华小签订合作备忘录，正式把游戏治疗服务引进校园。一般而言，孩子需要进入游戏治疗室，义工们才能陪伴他们抒发内心感受与想法。然而，疫情的持续蔓延，让实体服务久久无法推展。为此，义工们参与国外线上游疗培训及内部培训；经过多番讨论筹备后，正式在10月推出线上游戏治疗服务。

义工们也首度将“因为游戏，看见自己，听懂孩子”父母会心团体改以线上进行，并开放予校外家长参与。我们也与校方举办教师内部工作坊，协助老师们纾解疫情期间的教学压力，提升教学效能。

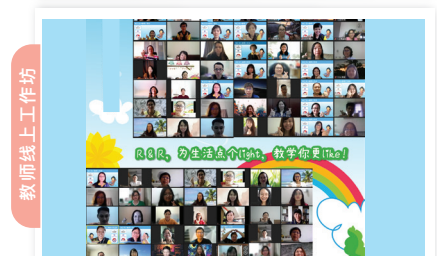
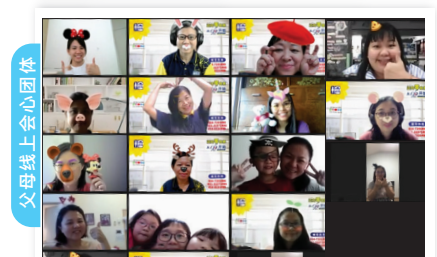
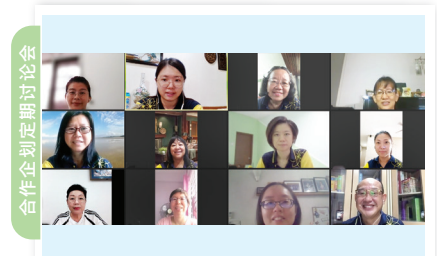
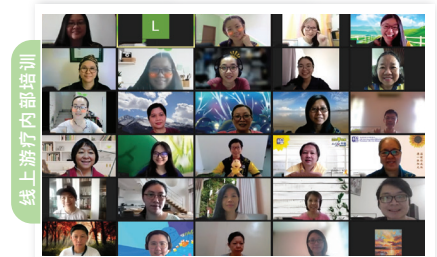
教师回馈

感谢这两天的工作坊，让我有一段回忆初心的美好时光，也让我感受到发自内心的自在，而不是额外提醒自己应该怎么做怎么改。老师是学校的重要资产，看到大家都很开放地分享，心里的压力缓解了不少，也是另一个大收获。

父母回馈

这是我第二次参与生命线的父母会心团体。还记得刚开始在家里进行游疗时，因为得不到家人的支持，我觉得很无助和孤单。可是当我发现孩子的情绪和行为在成长过程中是相对稳定时，我更加笃定自己的教养方向。对我来说，这是一个简单却高效率的教养方式，还能有效应对现代层出不穷的亲子挑战。

这次上课再度提醒了我，只需要更加强专注，效果就会更好。我感觉到孩子和自己更亲密了，譬如孩子变得主动告诉我学校里的事情或帮忙家务，这都让我很意外。我也从中发现到，接纳孩子的同时，我也正在接纳自己。



线上游疗内部培训

合作企业定期讨论会

父母线上会心团体

教师线上工作坊

年度焦点 6

生命线 95 推广中心启动，拓展推广与培训工作



感谢赞助者、数届理事和义工们的共同努力下，2020年我们终于购置了蒲种的IOI Business Park 6F27的产业，设立“生命线95推广中心”（Counselling Education Development and Training Centre, CETC）。

随着疫情的稳定，此中心陆续举办了数场实体课程，并将在2022年开始围绕四大核心项目推出相关课程，期许更有效地让社会大众掌握“95精神”。同时，此中心也将补足目前Setiawangsa会所场地的限制，为日益增加的义工培训、游戏治疗和辅导面谈服务提供充裕的实体空间。



HRDCorp 认证课程，打造职场心势力

生命线协会自2019年起受认证为HRDCorp培训机构，唤醒大众对职场心理素质的重视，让个人健康和生产力都得以提升。

【HRDCorp职场心势力】课题示例

- 走心的领导力
- 职场情绪稳定力
- 职场中的正念练习
- 心理韧性的培养
- 工作紧绷和倦怠



CPD认证课程，提升辅导员专业研习

2018年起，马来西亚辅导局(Lembaga Kaunselor)规定所有辅导员需修读指定持续专业成长(CPD)学分课程才能更新其注册执照。生命线协会随即受认证为培训机构，至今共推出了超过16场 Kategori Wajib 2 课程。

【辅导员CPD学分认证】课题示例

- 性侵/性骚扰议题之辅导实务
- 与自杀意念者的会谈策略
- 焦点解决技巧与案例分析
- 游戏治疗流程与符号工作
- 自我觉察模式督导培训



95 精神 我们的助人核心

“95”取自“救吾”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，我们亦需懂得“求救”，寻求外界的支援。

二级预防
支援工作

辅导服务
儿童游疗服务

求救

救吾

自救

一级预防
醒觉推广

青少年关怀服务
社会教育
社会福利



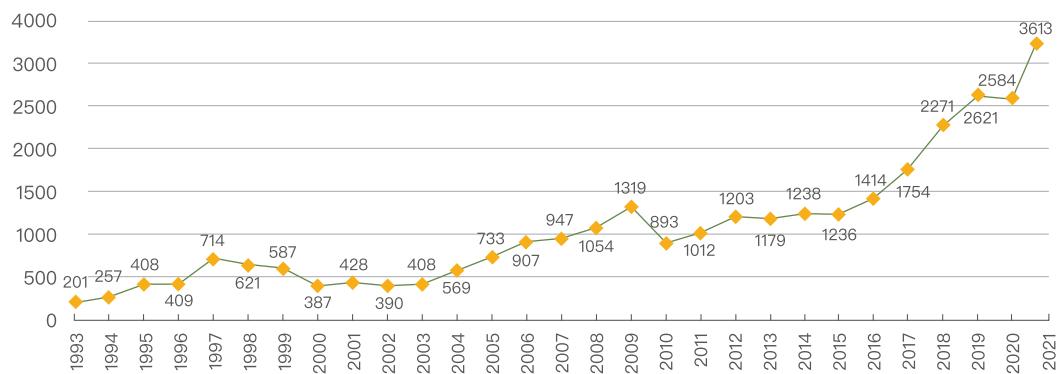
求救 1

延长辅导计划，疫情下持续推进

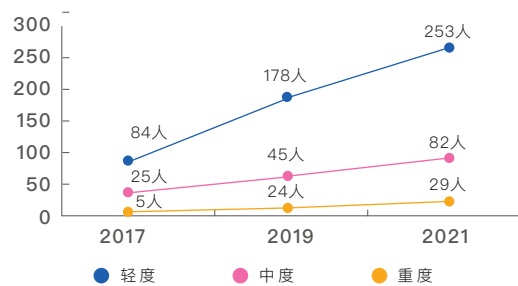
秉持着“千里一线牵，帮助在耳边”的助人理念，本会自2017年推动延长辅导计划。即便近两年受到疫情阻隔，生命线协会依然坚持落实此计划。有别于以往，我们在线上开办了第23届义工培训，疫情稍缓时才转回实体课程；我们也延后国外导师带领的督导培训，改由国内导师先行启动储备培训。

2021年，辅导求助者高达3,613人次，为近年来最高记录，而有轻生意念的求助者也逐年增加。因此，延长辅导计划必须持续推进，让更多的求助信号得以及时找到心理支援。

历年辅导求助者人次统计



近年辅导求助者自杀意念统计



义工培训首次采用线上线下双模式进行。

2021年延长辅导计划成果

- 扩充义工团队**
 - 第20届13位学员完成实习阶段
 - 第21届13位学员完成实习阶段
 - 第22届12位学员完成见习阶段
 - 第23届43位学员完成第一（自我成长）阶段
- 扩充督导团队**
 - 35人参与第二届储备督导计划
- 扩充培训团队**
 - 15人参与带领员培训
- 新增日间时段**
 - 2021年1月新增周三上午时段
 - 2022年1月新增周三下午时段

2021年辅导求助者人次统计

- 电话辅导 2127人次
- 网络辅导 646人次
- 面谈辅导 305人次
- 电邮辅导 535人次

求救 2

同侪督导团成立，给孩子最稳妥的陪伴



为确保孩子与家庭的福祉，自2015年游戏治疗服务推展时，义工们便接受了台湾导师的大团体督导。与此同时，拥有资深经验的义工也接受小组培训，以期成立协会自主的同侪督导团队。继台湾郑如安博士、台湾周明德心理治疗师、新加坡潘桂玲博士三位导师后，2021年义工们也成功在台湾曾仁美博士的带领下，完成27.5小时的督导培训。2022年，本会将诞生第一批自主的同侪督导，为游戏治疗服务品质提供扎实的把关。



自救 1

线上联系不孤单 你“孩”有我



2020年底，关怀组义工首创线上生活营《真相不止一个》深受孩子们的喜爱，反应热烈超乎预期，于是前后加场共开办了三次。营员们均表示获益良多，了解到自身的优缺点，提升了自信心，也认识了新的朋友。

因没能亲自拜访儿童之家，义工们精心策划了7场绘本分享会，和孩子们连线互动，从故事和体验中反思，对不同情绪和性格特质有更深一层的探索。即使无法碰面，孩子们依然感受到我们的陪伴，怀着欢乐的心情等待重聚的时刻。

2020-2021年疫情期间线上营及儿童之家服务统计

- 11 场次
- 24 小时
- 182 位青少年受惠



自救 2

行动受管制， 心灵持续成长



2021年社会教育总统计



1,559位学员， 深入学习17主题

2021年，生命线协会继续推出《95居家心成长》。这次共有17场专题系列课程，每场时长6至20小时不等，分段上课，结合讨论、演练和功课等多元方式，让学员们深入掌握特定主题的知识与实践。

自我成长

爱的旅程 - 与自己和解 (初阶&进阶) / 人格心理学 / 启程·遇见原来的自己 / 正念·自我照顾 / 有关女子的心理学 / 我·金钱·生命 / 性心理学

家庭生活

婚姻卡住了 / 孩子沉迷网络，爸妈怎么办？ / 青少年心理学：TA的生涯规划 / 透过绘本·认识情绪·看懂自己 / 婚前教育课程 1.0 & 2.0

辅导策略

经济困境个案的辅导策略 / 边缘性人格障碍的会谈策略 / 性侵/性骚扰议题之辅导实务工作坊 / 家庭游戏治疗评估家庭问题与辅导 / 家暴议题之辅导实务工作坊

29单位合作 提升各群体自救能力

随着疫情的发展，许多学校和社团都意识到人们的精神心理濒临崩溃，故邀请本会提供线上讲座或直播分享。2021年，我们一共受邀举办36场线上分享，教导各年龄层民众如何在疫情期间维持正面的心态。

小学

康乐华小 / 坤成一校 / 巴生务德华小 / 公民华小 / 沙叻秀华小 / 启智华小 / 州立华小

中学

大城堡国中 / 巴生滨华中学 / 关丹中华中学 / 巴生兴华中学

大专院校组织

拉曼大学学院 / 北方大学UUM / 马来西亚佛教青年总会 / 新纪元大学学院

社团

联邦直辖区民政党 / 吉隆坡红新月会 / 巴生惠安泉港公会 / 青运联邦直辖区分会 / Melody电台 / 教师专业职公会 / 大马连锁协会 / 万津区妇女增值中心 / 沙登妇女增值中心 / 永春会馆 / 雪隆潮州会馆 / 南安社团联合会 / Evetag / 备迺思

开办大学学院通识课程

本会自2020年起，持续受邀为新纪元大学学院开办“生命教育和社会关怀”课程。此课程长达一学期，含有14堂课，共2学分，由本会讲师带领修课学生提高对生命的觉察与反思。



自救 3

持续 运送物资 温暖人心



2021年，爱心特工组集中精力与马来西亚吹水站协会合办《爱无限》物资捐献活动。该协会负责日用品和粮食的供应，生命线的义工们则负责包装及分配的工作，并亲自将物资送往雪隆区的弱势群体及有需要的家庭。

迫于疫情的严峻，义工们在2021年只能举办一场捐血活动。随后在卫生部推动的“PeKa B40 健康关怀计划”中效力，协助行政工作及维持现场秩序，让医生们能够顺利进行体检。



捐血运动：
95人登记，
成功捐出
67包血包



物资运送：
办了10场，送至20家
福利机构和70个家庭，
共1408人受惠

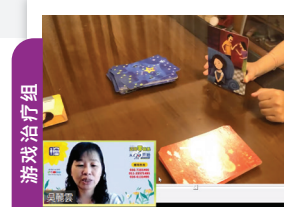
自救 4

为帮助别人， 我们 成长自己



义工们付出时间和精力时，也需要确保身心健康和专业素养，才能在助人过程中好好承接每位求助者。因此，持续提升“个人成长”和“专业成长”是义工们的基本责任，也是达到“以生命影响生命”缺一不可的要素。

游戏治疗组



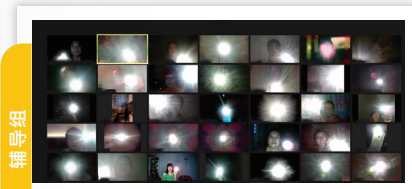
家庭游疗 (6小时)、线上游疗 (8小时)

关怀组



绘本 (7小时)、会心团体 (5小时)

辅导组



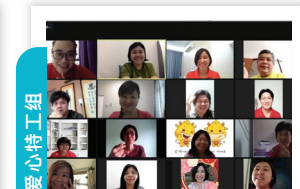
会心团体 (2小时)、自杀意念 (3小时)、电邮辅导 (2小时)、个案概念化 (5小时)、OH卡 (10.5小时)、颂钵音疗 (1小时)

社会教育组



团体带领 (21小时)

爱心特工组



会心团体 (3小时)

感恩有您 携手共进

生命线协会在马来西亚社会推动心理健康服务逾30年，除了历届理事、义工和职员们的付出外，也有赖于各界伙伴从不间断的支持与成就，这包括了永久名誉会长与顾问团、赞助者、媒体与艺人、企业、同性性质团体、政府单位、活动与服务受惠对象等。

于是，由这些群体组成一个多边、有机的助人系统，共同支撑起一股有效率且永续发展的助人力量，带动社会一步步迈向零自杀的愿景。



携手共进 1

《坚毅奉献奖》 得主

因为心中有着一股炽热的助人之心，义工们才能在个人、家庭和工作之余，选择拨出时间与心神帮助他人；而能够长时间维持这份心意，更是不容易达到。

本会每年颁发《坚毅奉献奖》予服务满5年、10年、15年甚至服务年资更长的资深义工，感谢他们对社会的持续贡献，以及把积累的丰富经验分享与传承给新进义工。



王靖惠
关怀组 服务15年

我在关怀组最大的学习是团体动力的运作。人与人的关系最复杂，从冲突到磨合、从怀疑到信任，这一路来跌跌撞撞，需要不停探索才能建立起团队的精神和默契。

我特别想感谢同届的靖凌。我们相互扶持，一起面对无数挑战也培训了多届的义工。也要感谢各届组长的承担，长江后浪推前浪，我不得不佩服不同阶段的义工，尤其对于科技的掌握能力，在疫情期间成功办了几次线上营。当看见“青出于蓝而胜于蓝”的时候，是一种传承的感动。

关怀组十五年风雨路，秉着“持之以恒”的态度做着能力所及的事，谢谢一群伙伴的同在，没有他们接力，就没有我的十五年服务奖。



王靖凌
关怀组 服务15年

我喜欢与大家一起讨论和筹办活动，因为可以感受到义工们全神投入的认真与用心。所做的一切，就是想为孩子们付出，这份心很是纯真及珍贵，现在想起依然很感动。感激我可以在这个舞台认识大家，在生命里程碑留下许多美好的足迹。



郭柳嘉
辅导组 服务10年

10年义工生涯，最大的收获是学会自我觉察，自我负责。一边倾听和陪伴个案，另一边自己也经历许多人生的起伏。有了自我觉察的能力，才能以不同的角度看待问题，做出截然不同的选择。正如生命线的口号“帮助别人，成长自己”

曾经陪伴过一位个案，他打来时几乎是走投无路。听着他的心酸，心里也很难过。但也发现他很坚毅善良，就一再肯定他、鼓励他。过了一段时间后，他竟然找到解决问题的方法，打电话来报告好消息和道谢。这是当辅导义工最快乐的事了。



赖美芳
辅导组 服务10年

犹记得当年参加义工培训时，三个孩子尚年幼。感谢先生的护持，让我无后顾之忧地在生命线服务。

这十年里，我有机会认清自己的不足，并坦然接纳自己的不完美。最大的体会，是不要急着为个案解决问题，而是协助他调适情绪、探索内在的想法和感受。当对自己有较清晰的了解，才做出最合适的决定。

我最感动的是，当初陪伴过的个案如今成为了辅导室里的好伙伴。期许我在生命线还有更多的十年。

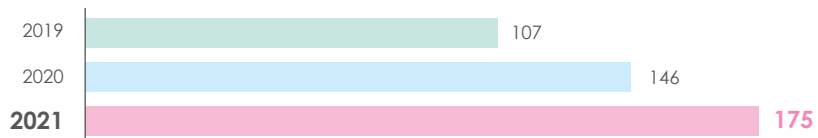
携手共进 2

传播媒体



在云端中工作、学习和休闲，已成为了新常态的趋势。借助29家报馆、电台、电视台、杂志、网络媒体和自媒体高传播率、覆盖面广的优势，本会讲师团积极分享各自擅长的议题，也配合热议时事话题提供心理专业的视角，陪伴民众掌握更多有效的自救技巧，必要时勇于发出求救信号。

近年媒体访谈与报道场次



林碧秋
风采杂志高级主编

现代的生活步伐太急促，很多人常常忘了聆听自己，以致于出现偏差，甚至是偏激的思维情绪。因此，我们主动与生命线长期合作，希望把辅导及开解的工作融入大家的生活层面。

为什么从《一家人的心里话》开始？我觉得一个人的个性基础，与家绝对离不开关系。父母的关系、说话、待人处事的方式，往往影响了孩子未来的人格与社交；再放远大一点的视野，这大大影响了社会。

有人说，为什么你要做这些课题而非商业性质回馈更高的内容？因为我也经历过低迷和困扰，后来我更发现：原来，不只是我一个人面对一样的问题。

当然，与心理有关的内容，不会即时让人看见反馈或成绩。而我深知，它比较像是颗种子，静悄悄地埋入现代人空虚的内心，常常要几年后才看见这一切其实不经意驻入一些人心中，陪伴、引导着他们走出低迷的日子，振作迎向未来！

希望我们继续加油，努力把这颗种子栽在每个人心里，照护彼此、让彼此乘凉！



叶恩慈
Ai FM DJ

在主持辅导节目的日子里，我得到最大礼物是对自己的觉察、对话与接纳。这也是我视为“爱自己”的方式。后来只要遇上有情绪浮现的时候，经过一番抽丝剥茧，我都能够更了解自己，活得更坦然自在。

另外还有一个很好的学习，就是“转念”。遇到任何的糟心事，处理好情绪过后，我都会把它转换成一种学习，赋予它出现在我生命中的意义。这样的方式能够让再糟的事，最终都有一个好的结果。

谢谢生命线辅导讲师这些年的陪伴，让我一生受用。



Ivy
CITYPlus FM Sarawak DJ

合作中感受到老师的用心，尤其是聊到比较少接触到的课题，老师们还会自行做功课，以提供更全面的讨论。而且有些老师都能放下矜持，尝试用很活泼的方式来跟我们互动，让人感觉“心理健康”的话题不会太过严肃、死板。通过这个节目我也成长了不少，学习到很多，也增值到自己的生活中来。



赖晓芬
CITYPlus FM Sarawak DJ

不知不觉，与生命线合作了53期访谈，和讲师们聊得都很愉快。每一期节目讨论的议题贴紧时事，相信听众们也和我一样，收获了许多实用的知识，希望这些内容有助于大家改善心理健康问题。

携手共进 3

企业家



随着行管令3.0的颁布，社会陷入低靡，许多中小型企业开始无法持续坚持，加剧了人民的生计问题。有鉴于此，生命线协会推出《经济困境，我该如何安住我的心》线上直播，邀请本地九位企业家分享过去如何化解事业困难的心得，结合本会讲师从心理辅导层面的分析，让中小企业经营者从中借鉴学习，一同发挥“自救”与“求救”的精神扭转局势。随后，我们也获得马来西亚连锁协会（MRCA）邀请，与拿督斯里蔡志权博士直播畅聊《疫情中的弯道超车》。

观众学习



直播让我知道就算生意失败了，我还有我的价值和初心，因为人的价值不依附外在，而是内在。



最重要的一句话：求救不是懦弱，是正面向大环境迎战的第一步！



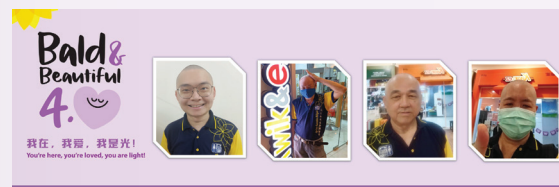
我学会一定要留时间给自己，稳住自己，才能恢复理性，拿回自主权，做出最好的决定。



这场分享让我想起我有一群愿意和我一起打拼的员工，我会更珍惜他们。

大马海星公益平台

秉持“传递幸福”的使命，大马海星公益平台（My Starfish Foundation）在郑秉吉先生的带领下，自2014年不间断地资助生命线协会的社会教育工作，包括《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》线上学堂，受惠民众逾20,000人。同时，该平台也致力推广《高效能人士的七个习惯》课程，2021年先后共赞助四个学习名额，协助提升本会的管理模式。年底，该平台举办《光头与美4.0》癌症醒觉运动，生命线协会为合作单位之一，理事与义工们纷纷落发和捐款响应支持。



支持单位



直播嘉宾



郑秉吉
Khind



苏意琴
Nesh



拿督刘明
Bagman



杨俊龙
Hairdepot



拿督张启扬
Erican



拿汀卢妙卿
A Cut Above



拿督刘访云
Lewre



李德忠
BMS Organics



颜林茂
Kasut You



拿督斯里蔡志权博士
KK Group

携手共进 4

辅导机构

2021年，生命线协会以协办的合作形式，连同国内各辅导机构成功推广了三大心理健康系列活动。通过彼此的团结和资源整合，大幅度提升了推广效益，唤起更多民众对生命的醒觉意识。



倾听心靈
迎向 **新常态**
學術講座系列
Hearing to the Soul, Uplifting to New Normal Academic Lecture Series

新纪元大学学院主办

20 场学术讲座 3 合作单位

起守護生命
孝恩主办

12 场自杀防治直播 23 合作单位

成为辅导工作者之路
21系列分享会

马来西亚华社辅导协会主办

21 场分享会 10 合作单位

各机构代表合影于《华社辅导机构的经营和挑战》分享会。

合办《婚前教育课程2.0》

2006年起，生命线协会与国家人口与家庭发展局(LPPKN)联办《婚前教育课程》(SMARTSTART)，迄今已有313对伴侣受惠。时移俗易，配合时下的社会需求，该局将在2022年正式推出《婚前教育课程》2.0。为此，本会自2019年受邀参与修订研讨、先导试验和导师培训等系列筹备工作，并于2021年完成中文组首轮对外运行测试。



合办《自杀意念沟通》课程

2020年10月，现任国家元首，苏丹阿都拉的女儿YAM Tengku Puteri Iman Afzan 公主陛下担任世界精神健康日国际赞助人，并成立 The Green Ribbon Group，致力提升我国心理健康水平。今年8月，此团体与马来西亚精神健康协会(MMHA)联手推出《自杀意念沟通》(A Conversation on Suicide)课程，本会也受邀担任此课程的中文班导师，一同加强各社区负责人对自杀防治的认识与危机处理能力。



携手共进 5

跨族群团体

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，本会也陆续与各政府单位和非营利组织合作，为不同族群提供心理健康服务及课程。疫情期间，本会也为国际天主教移民委员(ICMC)马来西亚支部的外籍员工提供线上辅导，在16次服务中协助9位个案减缓身心压力。



近年跨族群合作单位



携手共进 6

艺人DJ

2021年，生命线协会举办《一分学习·三分陪伴2.0》线上慈善学堂，再次得到多位艺人和DJ朋友的鼎力宣传。我们更获得友弟、林静苗、林家冰、朱浩仁、叶恩慈、张宝菽、李运祥、狄妃、拉丝达、可晴、周雪婷等人录制短片，呼吁大众踊跃参与学习。



此外，2020年与金马影后杨雁雁进行四场连线直播大获好评后，我们再度开办四场，嘉宾包括林静苗、黄一飞与喵喵组合。艺人们在节目中分享疫情底下的生活和感悟，更不断强调“自救”与“求救”的重要性。10月10日世界精神健康日，我们也特邀情歌天后梁静茹担任《小手拉大手，我们都在》分享嘉宾，线上还有雁雁和资深督导陈云娟一起畅谈心灵照护，叮嘱大家别忘了“我们都在”。



携手共进 7

95 爱心使者 召集计划 1天1令吉 迈向零自杀



“作为一个非盈利组织，就和和大家一样，拼搏奋斗是为了有稳定的生活、稳定的事业、稳定的感情... 我们想要的，是给情绪低落的人一份稳稳的支持、稳稳的陪伴。少了这样的「稳定」，我们的服务将变成不具保障的、短暂而局限...”

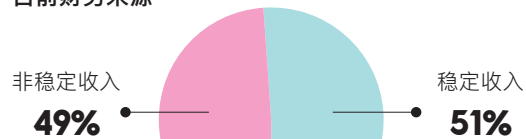
生命线协会自创立以来，长年仰赖赞助者和企业的捐款，才得以以为大众提供超过30年的心理辅导服务。然而，由于大部分属于一次性捐款，不稳定的财务基础严重影响了发展的规划。

因此，我们希望招募950位“95爱心使者”，1天只需捐献1令吉，小额而定期的赞助，打造稳固的财务基础，让组织更有系统、规模地推展助人服务。

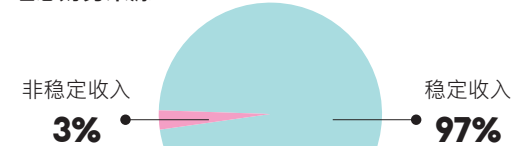
950位定期小额赞助者

950 人 = 近 **RM 360,000**
每月 **RM 30** | 每年 **RM 365** (1天1令吉)
(本会助人服务的1年基本开销)

目前财务来源



理想财务来源



不稳定收入 (如单次捐款、慈善宴会、政府补助等) | 稳定收入 (包括活动收费和95爱心基金)

备注：因受限于版面篇幅，这里只列出1天1令吉或以上的赞助者名单，敬请谅解。

- | | | | |
|-----------------------|------------------|--------------------|--------------------------|
| Aric Aow Shau Yong | Khong Mee Fong | Low Peck Hong | Tee Siau Yuan |
| Chan Lai Yong | Khor Phei Cher | Low Peck Yan | Teh Khong Wi |
| Chan Yean Leng | Lai Chooi Ling | Low Peck Yan | Teo Wei Loon |
| Chan Yng Ee | Lai Chun Hiung | Low Siang Ping | Teo Wei Sheng |
| Chang Chun Huat | Lai Mee Chun | Low Yoke Kwan | Teo Yin Shin |
| Chee Hui San | Lai Mee Chun | Lum Nyin Nei | Teo Yuan Chin |
| Cheong Chee Yeong | Law Lai Shyuan | Marina Ee Yan Yan | Teoh Pwoi Shin |
| Chew Jia Wen | Lee Bock Siong | Nai Seow Hong | Tham Sook Mun |
| Chia Bee Kek | Lee Chew Yi | Ng Yean Lee | The Last Mile Enterprise |
| Chia Guat Ching | Lee Chui Yong | Ny Inspire Trading | Tiang Lay Ting |
| Chiah Yi Ting | Lee Kong Teng | Ong Chor Hoon | Tiew Xiao Yin |
| Chin Chi Gang | Lee Leong Fah | Ong Joo Sze | Tioh Joo Tek |
| Chin Sat Chew | Lee Mee Chun | Ong Lay Na | To Lai Yoke |
| Chloe Tan Wan Chin | Lee Shiao Fern | Onn Cheu Hwa | Tong Jie Yi |
| Chong Pow Ying | Lee Yin Ling | P&D Mossen Sdn Bhd | Toon Lai Chin |
| Chong Pow Ying | Leong Choy Ping | Pang Ji Neng | U Kern Min |
| Choo Yoke Mooi | Leong Kah Wai | Phoon Kam Mei | Wong Chon Mui |
| Chow Sow Fong | Leong Shann Feng | Poh Ai Ting | Wong Kean Fook |
| Chu Wai Pheng | Lew Sieow Shih | Seah Woon Che | Wong Kim Moi |
| Chuah Chuan Ying | Liam Wei How | Siw Lay Har | Wong Shee Nee |
| Cindy Winnie Tan | Liew Siew Ching | Soh Poh Choo | Wong Siew Koon |
| Eng Lee Chen | Liew Yoke Leng | Tan Karen | Wong Siew Yek |
| Er Soon Sew | Lim Chwee Chi | Soo Foong Mei | Wong Tuck Seng |
| Gan Key Beng | Lim Hui San | Soon Chuan Kai | Wong Xin Nan |
| Gan Siou Ting | Lim Lay Kuen | Soong See Foong | Yap Lee Choo |
| Gan Yew Aik | Lim Lay Yok | Tan Aik Kiat | Yap Mei Heong |
| Go Kin Choo | Lim Pei Yuen | Tan Karen | Yap Tuan Ee |
| Goh Bee Gaik | Lim Su Wai | Tan Meng Choo | Yap Voon Kian |
| Goh Mooi San | Lim Wee Meng | Tan Phaik Kim | Yeo Wei Pei |
| Goh Sim Gaik | Loh Siew Leng | Tan Sok Ting | Yeoh Hock Choon |
| Guan Eng Chai | Loke Shu Yan | Tan Yee Hooi | Yeoh Qing Fong |
| Haw Eng Seng | Loo Seh Yee | Tan Yew Way | Yeoh Tin Nie |
| Jackson Khoo Jack Sin | Low Cheng Ngee | Tan Yoke Ling | Yong Kah Loo |
| Jessica Lim Pei Shian | Low Chin Chang | Tay Mei Foong | Yow Pui Leng |
| Karen Choong Lai Yoke | Low Kok Hing | | |

每位“95爱心使者”将受邀参与 《一分学习 · 三分陪伴 3.0》 8场线上慈善学堂

- | | |
|--|--|
| ● 从家庭互动洞察自我生命议题
20 / 3 SUN 3pm - 5pm | ● 从职场互动洞察自我生命议题
2 / 4 SAT 3pm - 5pm |
| ● 用动机式访谈法帮助“知道但改不到”的人
26 / 3 SAT 8pm - 10pm *粤语 | ● 用动机式访谈法帮助不愿学习的孩子
2 / 4 SAT 8pm - 10pm *粤语 |
| ● 单亲与再婚家庭孩童的身心陪伴
27 / 3 SUN 3pm - 5pm | ● 正念与迷走神经自愈法
3 / 4 SUN 3pm - 5pm |
| ● 用梦境探索“未竟事务”
27 / 3 SUN 8pm - 10pm | ● 用梦境了解自我人格特质
3 / 4 SUN 8pm - 10pm |



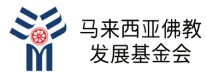
STEP 1 成为“95爱心使者”



STEP 2 登记《一分学习·三分陪伴》场次



感谢有你， 伴我们走过疫情艰辛



叶燕茹
YAP YUEN LOO

李丽琼
LEE LAI KENG

杨国胜
YE OH KOK SENG @
YE OH BOON GUAN

姚国安
YEW KOK ONN

ROMANES
BEAUTY CENTRE SDN BHD

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LATE MR.
JE FONG MENG

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2020-2023

LIFE LINE ASSOCIATION MALAYSIA 13TH COUNCIL COMMITTEE

Honorary Life President

Advisor

Society
Affairs Advisor



- | | | | |
|--|--|---|---|
| 1 Tan Sri Datuk Tee Hock Seng, JP.
Bina Puri Holdings Bhd
Group Managing Director | 4 Lilian Goh Kui Lian
Kendek Products Sdn. Bhd.
Director | 8 Tan Sri Dato' Khoo Chai Kaa
Brem Holdings
Bhd. Managing
Director | 10 Tiew Seng Chee
Poh Hing Li
Marketing
Sdn. Bhd.
Director |
| 2 Tan Sri Dato' Dr. Kong Hon Kong
Nirvana Malaysia Founder and
Group Managing Director | 5 Tang Kae Sue
Hans Advisory Trust Co Lrtd
Chartered Accountant | 9 Dr. Wu Hsin-An
Taiwan Lifeline
International
Member of
International Affairs | 11 Soh Yok Kim
Nesh Marketing
Sdn. Bhd.
Managing
Director |
| 3 Dato' Sri Dr. Tan Cheng Chai
Santa Mauser Malaysia
Sdn. Bhd.
Chief Executive Officer | 6 Dato' Lee Tek Mook @ Lee Teh Mok | 7 Datuk Eddie Heng Hong Chai
HGH Convention Centre
Kuala Lumpur Chairman | |



The “95 Spirit” - Giving warmth to yourself and to the world

See Soon Eng / President
12.01.2022



Overcoming the pandemic with the “95 Spirit”

Loh Chwee Cheng
Secretary
12.01.2022



Building a good financial foundation to strategize community service

Choon Lee Meng
Treasurer
12.01.2022



In the past year, we have faced different challenges, be it the recurring lockdowns due to the pandemic, or the unexpected floods. Despite these hardships, I hope we are able to adjust our mentality to face the reality with accepting minds and treat ourselves well with an open heart.



There are a total of 201 Lifeline centres in 19 countries all around the globe. With the new normal fostering virtual interactions regularly, it allowed Lifeline International to build stronger ties with its member organisations, providing us with the opportunity to share Life Line Association Malaysia's multidimensionality and experiences with other countries, exchanging our knowledge to improve each other's quality of service. In 2022, our association has set plans to participate in several multinational projects to achieve development on international levels and elevate the level of professionalism of service in our nation at the same time.



In the near future, we will continue to promote the “95 Spirit”, the spirit of self-help and seeking help. According to reports, more than half of the suicidal cases are teenagers, while the entrepreneurs are

falling into a state of helplessness as they face enormous financial stress due to the pandemic. Thus, the Life Line will be organising more campaigns for teenagers and small business entrepreneurs, to give companionship and attention to these people.



In December 2021, a sudden, continuous downpour of rain has resulted in heavy floods in multiple areas of Malaysia. Life Line has immediately formed an emergency group to provide emotional support to the victims. In the future, we look forward to broadening our work in the field of disaster management specifically on mental health care.

Lastly, I would like to thank all our friends who had given different forms of support to our association. The world needs more love and care for each other. I hope we can cherish and influence more lives with the “95 Spirit”. Let our love warm us and the world.



The pandemic outbreak has continued for approximately two years, yet it is still at its peak. Undoubtedly, learning to “self-help” and “seek help” is the most essential awareness for us to take good care of both our mental and physical health during the crisis.

In 2021, more people were benefited from “seeking help” service. Counselling clients have increased nearly 40%, reaching the number of 3,613 people. At the same time, online play therapy was also initiated at the end of 2021 to continue support children and families affected by the pandemic.

In term of “self-help” awareness, the number of beneficiaries of public awareness campaign reached a record-breaking 12,265 people while media interviews reached 175 sessions. The social care team has brought life camps and picture book sessions online. Despite the decreased participation from the community due to MCO, community service team focused on collecting and redistributing goods and resources, which benefited 1,408 people.

During this pandemic, we wish for all to be able to grasp the awareness of “self-help” and “seeking help” to survive through the pandemic safely.

Number of beneficiaries 2019 2020 2021

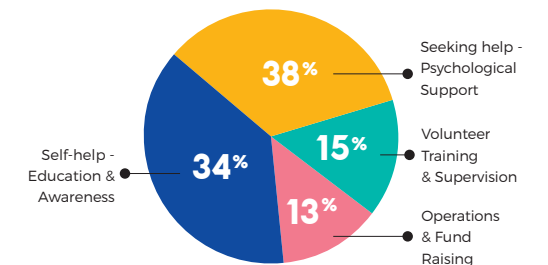
Seeking help - Education and Awareness			
Counseling Number of clients	2,621	2,584	3,613
Play therapy Number of services	548	109	61

Self-help - Education and Awareness			
Public awareness Number of participants	2,317	5,849	12,265
Public awareness Number of media interviews	107	146	175
Social care Number of teenagers benefitted	406	90	103
Community service Number of participants	504	725	179

To many of us, 2021 was a difficult year. Businesses closed down due to the economic downturn, as they looked forward to the economy opening up, days of heavy rain brought a flash flood that caused losses and injuries. Because of that, most of the donations were dedicated to disaster relief and supporting the daily lives of the people in need. We would like to express our gratitude to thank all of you who have been supporting us and sharing the burden of our hefty monthly expenses.

As with other local organisations, our association is also facing operational difficulties. To meet the society's needs, we made quick decisions and strategies to be able to continue offering companionship for those who are in emotional distress and consistently educating society through various media platforms. Due to the pandemic, the public has an increased level of recognition and awareness towards mental health and counselling, and for that, Life Line has been working non-stop to provide better services that are effective and of quality.

However, for Life Line to operate sustainably, we urgently need 950 “95 Angels” to donate a small amount regularly to support our basic operation. We sincerely invite all of you to join us. Together, we can build a good foundation for the Life Line for it to grow stronger and create a better tomorrow for society.

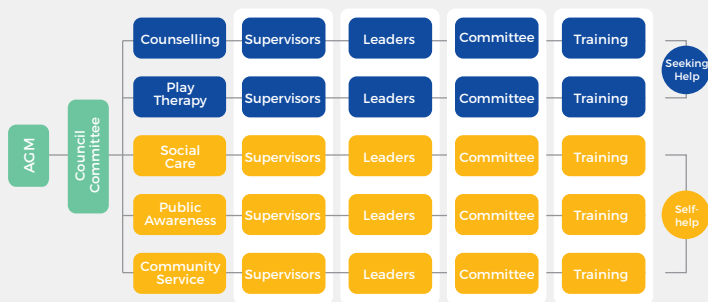


Note:
For every donation, 40% of the amount will be dedicated to “seeking help”, around one-third of the amount will be dedicated to “self-help”, and the remaining one-third will be dedicated to volunteer training and supervision, and also operations and sponsorship seeking.



In 2021, there are a total of 193 volunteers in the 5 teams, including 138 official volunteers as well as 55 intern and trainee volunteers. Despite the pandemic, the volunteers are still committed to serve the community, with a total of 17,535 dedicated hours.

Organizational Chart



Team Leaders & Numbers of Officially Appointed Volunteers

Counselling
70 volunteers
Leader : Tan Peik Khoon
Deputy : Hee Sze Yun
Goh Yuen Sang

Play Therapy
12 volunteers
Leader : Yee Yeng Yeng
Deputy : Yee Yeng Yeng
Chin Hon Mui

Social Care
20 volunteers
Leader : Khor Phei Cher
Deputy : Eng Pei Ling

Public Awareness
15 volunteers
Leader : Liew Chooi Mei
Deputy : Yeo Yan Hoon

Community Service
21 volunteers
Leader : Liew Chooi Mei
Deputy : Chong Yee Seang
Chew Yong Jing

A 13-hour brainstorming workshop has been conducted among team leaders led by Yap Yuen Loo. 3 major directions and 11 highlighted projects are identified following the SWOT and TOWS analyses in the workshop.



Administrative Team

- Executive Officer** : Chia Seng
- Counselling Service & Development** : Beh Cheng Yeong
- Brand & Media Relations** : Fan Lot Siang
- Fundraising & Community Relations** : Lee Xin Kei
- Program Coordinator** : Yee Kyte Wie
- Program Coordinator** : Wong Saw Ying
- Account** : Koh Bin Yee



Highlights of 2021

The spread and uncertainty of the epidemic have urged the drastic need for psychological and mental support in the community.



Given that the suicide rate has increased significantly, Life Line developed various forward-looking strategies to effectively promote the "95 Spirit" in line with current needs.

Adhering to this mission, Life Line actively promotes the ability of "self-help" of people from all walks of life, meanwhile strengthening the awareness and motivation in "seeking help" among the community, so as to overcome the epidemic together.





In conjunction with "World Suicide Prevention Day" on September 10, Life Line launched the "95 Life Awareness Month" series of activities for the first time. With the theme of "95 Spirit, Key towards Zero Suicide", five programs for different populations were held from September 2nd to 25th, leading the participants to discover their self-worth and raise their awareness of protecting lives.



21-Day Online Camp Rivals the Physical One!

Participants' Feedbacks :

- "Now, no matter if I am happy or sad, I will take some time to care for myself.. After having some appropriate Me Time, I felt rejuvenated and able to face any challenges life throws at me!"
- "I have more patience when helping out with my children's homework... My relationship with my husband has improved significantly. I used to have a lot of resentment towards my husband for not helping out with house chores. Now, I have learnt to transform my thinking and I noticed that my husband has slowly changed his ways because of this."
- "Although I am just a sponsor, Life Line is the only organization that makes me feel cared for... They even gave me an extra spot so that I can invite my friends and family to participate."
- "95 camp went online due to the pandemic. As an East Malaysian, this is the first time I can feel the changes and growth brought about by the camp!"

Guest lineup

- 95 Care Ambassador Yeo Yann Yann
- Taiwan Dr. Lo Yao Ming
- Singer Ah Niu
- DJ Wang Piau Ming
- Counselor Ong Lian Bing
- Counselor Chua Chee Heng
- Counselor Ooi Gaik Yen

95 Life Awareness Month: Multidirectional Approach towards Zero Suicide

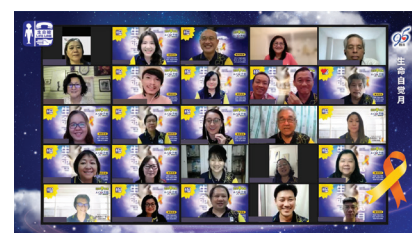
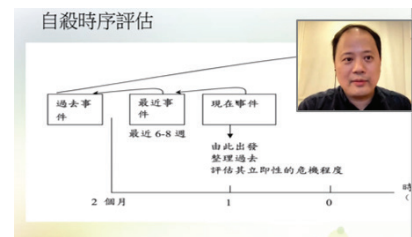
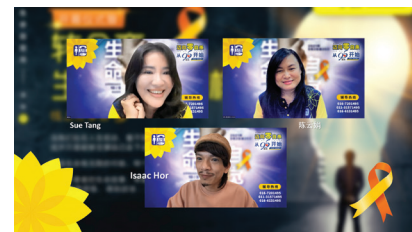
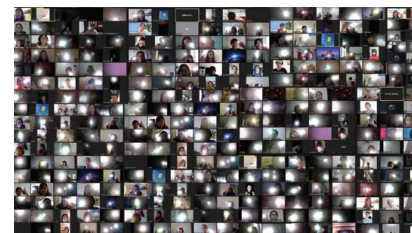
"Take a Turn, Your Life Will Be Different" Sharing Session
281 people witnessed the power of "Self-Help" and "Seeking Help" in overcoming suicide crises.

Movie Discussion on Suicide and Its Implications
76 people rediscovering the meaning of life through in-depth discussions on suicide.

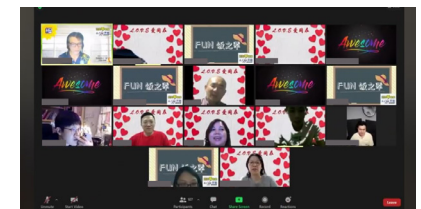
"Counselling Strategies for Clients with Suicidal Ideation"
78 helpers improved their ability to handle suicide crises.

"Coping with a Loved One's Suicide" Interview
The public were more aware of the grieving process and psychological needs of the bereaved.
*Remarks: The physical group has been replaced by media interviews due to the pandemic.

"Recognizing Self-Worth Through Career Development" 21-day Virtual Camp
101 people explored their self-worth and enhanced their ability to regulate emotions at the workplace



Life Line President See Soon Eng, Chairman of the Organizing Committee Khor Phei Cher, and Camp Leader Wong Yew Wai led nearly 40 volunteers to complete this initiative.



"From strangers to teammates sharing bits and pieces of life while completing novel tasks together... What I did not expect is the participation and sincerity of everyone, plus the capable yet passionate team leader who motivates everyone throughout the entire camp."

Thanks for your support, more attention was received on suicide prevention!



Highlight 2

Ambassador Yeo Yann Yann, Invoking the 95 Spirit



At the end of 2020, 4 live streams were held together with Yeo Yann Yann, the winner of the Golden Horse Award for Best Leading Actress, to discuss together on mental health-related concerns. Thereupon, Yeo Yann Yann has officially been appointed as the "95 Ambassador" to promote the awareness of 95 Spirit to the community.



"I have always admired the dedication of the volunteers. Life Line provided me with an opportunity to learn. During the chaotic period of the pandemic, we all have to learn to find a suitable yet effective channel to express ourselves and reconcile with our inner self."

Yann Yann acknowledged the importance of '95 Spirit'. "As long as everyone practices 'Self-Help' and 'Seeking Help' on time in the face of adversity, I believe that we can survive the impact of this pandemic." Yann Yann shot a promotional clip at home to encourage more Malaysians to come forward and support the services of the Life Line through regular donations.

In the "Learning to Be A Companion 2.0" charity programs held in March, Yann Yann narrated her life experiences of "self-help", which opened a wonderful prelude to the event. "The inner dialogue with myself is very important. Since I am only good at acting, I am constantly worried that I will lose other job opportunities because of my poor performance. These fears and anxiety about the unknown will not disappear because of denial.

I have to admit them, take them seriously, and they ended up being the driving force that pushed me forward."

In September, in conjunction with "95 Life Awareness Month", Yann Yann shared on the topic of "STAY NEGATIVE" with the participants. Participants learned to improve their self-reflection and learn to admit as their first step from "-ve" towards "+ve". "The wound in our heart needs time to be repaired, and when needed, contact Life Line for help. Asking for help is not shameful, nor does it mean you are weak; as it requires tremendous courage to ask for help, you who dare to ask for help are in fact very strong."



On World Mental Health Day, Yann Yann hosted a live broadcast interviewing Fish Leong, the queen of love songs. They shared a similar interest in the mental well being of Malaysians under the pandemic. Yann Yann also promoted the 95 Spirit on various media, including CITYPLUS FM Sarawak, 988 FM, MY FM, etc.



Highlight 3

We are Here, Love Circulates Through Screens



95 Virtual Mascots

Life Line personified the 95 Spirit as two mascots, "Ah Nine" and "Ah Five", presented in the form of animated Whatsapp stickers and a Facebook profile picture frame of "We are here", allowing people to feel mutual care with one another regardless of the restriction on physical meetings.

Life has more than 2 Choices

In late June, suicidal incidents were frequent, and the society was flooded with depressive atmosphere. Thus, Life Line decided to launch an online campaign, by promoting the viral post of "Life has more than 2 choices. Will you find the hope in between with me?".

When suicidal ideation arises, people often fall into the dualistic thinking of "continue to suffer" and "ending life", and not being able to see alternate ways of living life. If there are people around us who can listen attentively, and support us to see the possibilities between two options, even the seemingly trivial hope can help people get through the most difficult moments.

This movement received enthusiastic responses. More than 300 domestic and foreign tutors, well-known artists, enterprises, institutions, and college students joined the campaign.



Online Screening of short films

We have launched two short films to promote "self-help" and "seeking help" awareness. The films convey the concepts of "Breathing in and out 9 times, 5-finger comfort" and the power of "listening".



The continuous rain caused the residents of the Klang area to suffer the worst flooding. Some victims lost their family members and were depressed; some suffered from heavy losses and financial difficulties. The clean up after the floods has further placed a heavy burden on the victims and their families.



Life Line has received a support request from the Jabatan Kebajikan Masyarakat (JKM) and was informed that the existing counsellors of JKMs are far from enough to provide psychological first aid for more than 30,000 victims in 160 temporary relief centres.

To this end, Life Line has then urgently integrated all teams of volunteers to provide support to both adults and children based on their psychological needs. In the meantime, Dr. Ren-Mei Tseng from Taiwan was invited to share some guidance of first-aid support in Taiwan. Besides, several committees of the Malaysian Chinese Community Counseling Association has also participated in this action; several sponsors donated masks, gloves and other preventive measures to ensure the health and safety of victims and volunteers during the service.



With the joint efforts of all parties, LLAM has accompanied the victims to rebuild their homes both physically and mentally.



Involved Volunteers

- 35 pax

Victims

- 35 Children
- 35 Adults

Supports

- Family Assessment
- Emotional Supports
- Play Therapy
- Play Groups and Expressive Art therapy



In 2018, Life Line signed an MoU with SJK (C) Jalan Davidson, officially introducing play therapy into the school. The continuous spread of the pandemic has made it impossible for children to receive play therapy physically for nearly 2 years. After receiving overseas training for online play therapy, along with technical and ethical preparation, we have successfully launched the play therapy service in October.

Meanwhile, the parent supporting groups were conducted online for the first time due to the pandemic. We also held an internal workshop for the school's teachers to help relieve their stress and thus improve teaching efficiency during the pandemic.

Teacher's Feedback



Instead of reminding myself of what I am supposed to do and how to improve myself, I had a good time feeling at ease and recalling my original aspiration as a teacher. Teachers are important assets of the school. It was a big gain for us as well to see that everyone was able to share openly and relieved a lot of stress.

Parent's Feedback



This is my second time participating in the parent supporting group organized by Life Line. When I first started play therapy at home, I was not supported by my family. However, when I found that the children's emotions and behaviours were relatively stable growing up, I became more certain of the principles. For me, this is a simple but effective way of parenting, and it could also be used to deal with the endless parenting challenges in this era. I feel that my child has gotten closer to me. Surprisingly, my child has taken the initiative to talk to me about school and even help with housework. From that, I found out that when I accept my child, I am also accepting myself.

Training on Online Therapy

Collaborative Meetings with School

Online Parent Groups

Online Workshop for Teachers

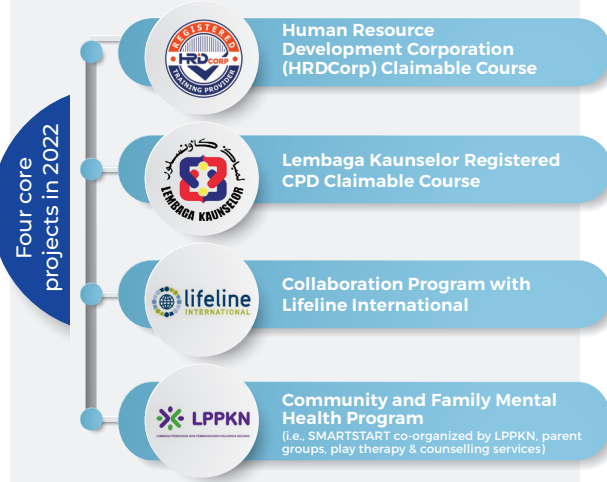
Highlight 6

Launch of CETC, Expand Services and Training



Special thanks to the joint efforts of sponsors, council members and volunteers. In 2020, Life Line has finally purchased the property of IOI Business Park 6F27 in Puchong and set up the Counselling Education Development and Training Centre (CETC).

Along with the slowdown of the epidemic, four core projects will be initiated at CETC since 2022, hoping that the community will understand the importance of "95 Spirit" more effectively. At the same time, CETC complements the limitations of the current office in Setiawangsa, providing more space for the growing needs of volunteer training, play therapy and face-to-face counselling sessions.



HRDCorp Claimable Course, Promoting Workplace Mental Health

Life Line has been recognized as an HRDCorp training provider since 2019, promoting the awareness on mental health in the workplace, which is critical for both personal health of the employee and the corporate productivity.

Examples of Courses

- Empathetic Leadership
- Emotional Intelligence in Workplace
- Mindfulness at Workplace
- Cultivating Resilience
- Coping with Job Burnout



CPD Registered Course, Promoting Professional Skills of Counsellors

Starting in 2018, Lembaga Kaunselor Malaysia requires all counsellors to take designated Continuing Professional Development (CPD) credit courses for the license renewal. Life Line has been recognized as a training institution and has delivered over 16 Kategori Wajib 2 courses to date.

Examples of Courses

- Supporting Survivors of Sexual Abuse
- Coping with Client's Suicide Thoughts
- Case Discussion using Solution-focused brief therapy (SFBT)
- Symbols & Progress of Play Therapy
- Self-Awareness Supervision Model



"95 Spirit" The Core of our Service

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

Secondary Prevention:
Psychological Support

Counselling
Play Therapy

SEEKING
HELP



Spirit

SELF-HELP

Primary Prevention:
Education & Awareness

Caring for Teenagers
Community Education
Community Welfare

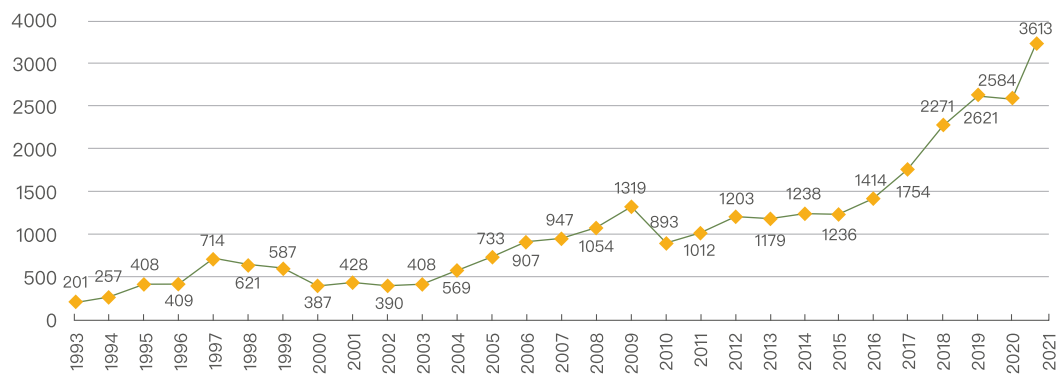
Seeking Help 1

Extension of Counselling Hours, Despite Challenges from Pandemic

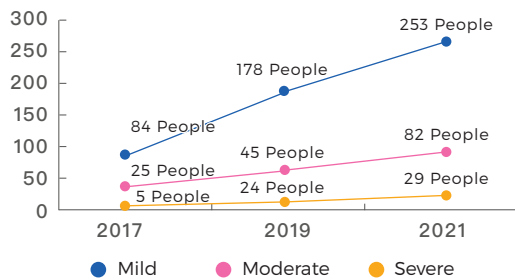
Adhering to the concept of helping others with "Help is as close as a phone call", Life Line extended the counselling hours since 2017. Although it has been obstructed by the pandemic in the past two years, Life Line insists on implementing this plan. The 23rd volunteer training was conducted online at first and switched back to physical class when the pandemic slowed down. We also replaced the planned supervision training led by the foreign professors with fundamental training led by local tutors.

In 2021, 3,163 clients received counselling, striking the highest record over the years. Meanwhile, the number of clients with suicidal thoughts are also increasing yearly. Therefore, the extension of the counselling hours must continue, so that more psychological support in time could be provided to the community.

Statistics on the number of counselling clients over the years



Statistics on Severity of Suicidal Thoughts



▶ Volunteer training is conducted in hybrid mode during the pandemic.

Outcomes of Extension Projects in 2021

- Expansion of Volunteer Team**
 - 20th batch - 13 volunteers completed internship
 - 21st batch - 13 volunteers completed internship
 - 22nd batch - 12 trainees graduated
 - 23rd batch - 43 participants completed first stage
- Expansion of Supervisor Team**
 - 35 volunteers participated in supervisor training
- Expansion of Facilitator Team**
 - 15 volunteers participated in facilitator training
- Extension of Daytime Counselling**
 - Jan 2021: Wednesday morning session initiated
 - Jan 2022: Wednesday afternoon session initiated.

Number of counselling clients in 2021

- Phone Counselling: 2127 pax
- Online Counselling: 646 pax
- Face-to-face Counselling: 305 pax
- Email Counselling: 535 pax

Seeking Help 2

Peer Supervision Team, Ensuring Well-being of Children



To ensure the well-being of children, play therapy volunteers have been supervised by Taiwanese tutors in a large group since 2015. At the same time, a team of experienced volunteers also received training to become Life Line's own supervisors. In 2021, these volunteers have completed a 27.5-hour supervisor training Dr. Ren-Mei Tseng. In 2022, the first batch of Life Line peer supervisors will be established to ensure the quality of play therapy.



Self Help 1

Accompanying Teens in the Online World



The first online camp "More than One Truth" in 2020 was deeply loved by the children, with enthusiasm beyond expectations. Hence, two additional sessions were held. The participants learned about their own strengths and weaknesses, improved their self-confidence, and made new friends, even though they did not physically meet.

The volunteers also organized 7 picture book sharing sessions for the kids in the children's home. Through the online interaction, the kids reflected on themselves from the stories and have a deeper exploration of their emotions and personality.

Online Care Services During Pandemic

- 11 Sessions
- 24 Hours
- 182 Teens benefited



Self Help 2

Mental Development During Movement Control Period



Public Awareness Programs in 2021

86 Sessions 339.75 Hours 12,265 Participants

1,559 Participants Explored into 17 Issues

In 2021, LLAM organised 17 series of courses, each ranging from 6 to 20 hours. By integrating case discussion, demonstration, and assignments, the courses facilitate the participants to master the knowledge and application of the particular issues.

Self-Growth

The Journey of Love - Self Reconciliation (Level 1 & 2) / Personality Psychology / Meeting Yourself / Mindfulness / Feminine Psychology / Money & I / The Psychology of Sex

Family

Trapped in Marriage / Internet Addiction / Career Planning for Teens / Understanding Emotions through Picture Books / SMART-START 1.0 & 2.0

Counselling Skills

Supporting Clients with Financial Crisis / Dealing with Borderline Personality Disorder / Supporting Survivors of Sexual Abuse & Domestic Violence / Family Play Therapy

Together with 29 Co-organizers, Promoting Self Help in Different Populations

The pandemic has brought mental health issues to the attention of schools and associations. Hence, Life Line was invited to equip the community with resilience to overcome all sorts of life challenges.

Primary School

SJKC Taman Connaught / SJKC Kuen Cheng 1 / SJKC Wu Teck / SJKC Kung Min / SJKC Salak South / SJKC Khai Chee / SJKC Jalan Davidson

Secondary School

SMK Bandar Baru Seri Petaling / SM Pin Hwa / SM Chong Hwa Kuantan / SM Hin Hua

Tertiary

TARUC / UUM / YBAM / NEUC

Organisation

PGRM Federal Territory / Red Crescent KL / Huian Quangang Association Klang / YMM Federal Territory / Melody FM / NUTP / MRCA / PWB Banting / PWB Seri Kembangan / Eng Choon Association / The Selangor and Kuala Lumpur Teo Chew Association / Nan Ann Association / Evetag / DSpring Trainings

Self Help 3

Warming Hearts with Daily Supplies



In 2021, the community service team initiated the provision of daily supplies to the underprivileged suffering from the pandemic, collaborating with Persatuan Kebajikan Chui Sui Malaysia (PKCSM). PKCSM prepared daily supplies whereas Life Line packed and delivered the items to the beneficiaries.

Due to the pandemic, Life Line only managed to organise one blood donation campaign. Besides, the volunteers contributed to the Peka B40 project under the Ministry of Health by helping with administrative work and crowd control at the event site.



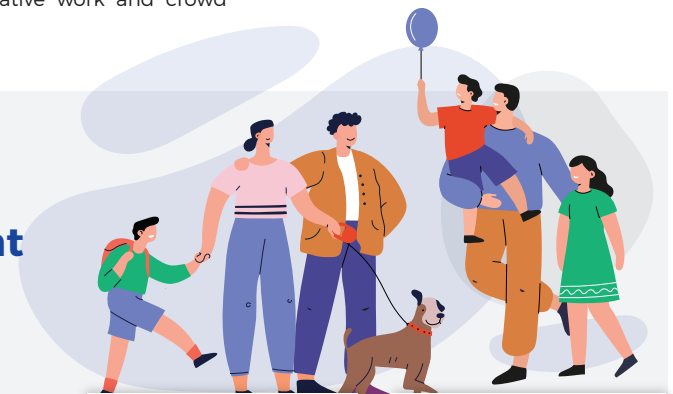
Blood Donation:
95 pax registered,
67 packs donated



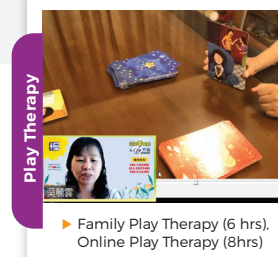
Supplies Donation:
10 visits to 20 social welfare organizations and 70 families, 1408 beneficiaries in total

Self Help 4

Self-development for Helping the Others

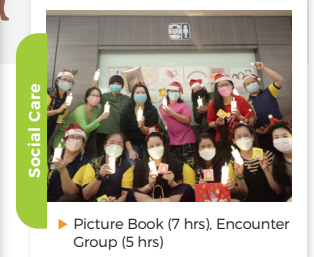


To help others, mental health as well as the professionalism of the volunteer are vital. Hence, the volunteers should be committed to their personal growth and professional growth as well, to actualise the goal of "influencing lives with lives".



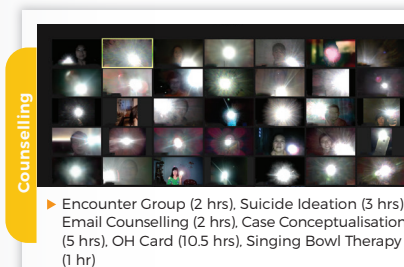
Play Therapy

Family Play Therapy (6 hrs).
Online Play Therapy (8hrs)



Social Care

Picture Book (7 hrs), Encounter Group (5 hrs)



Counselling

Encounter Group (2 hrs), Suicide Ideation (3 hrs), Email Counselling (2 hrs), Case Conceptualisation (5 hrs), OH Card (10.5 hrs), Singing Bowl Therapy (1 hr)



Public Awareness

Facilitator Training (21 hrs)



Community Service

Encounter Group (3 hrs)

MPU Course for University Students

Since 2020, Life Line was invited to provide a general education course (Mata Pelajaran MPU) titled "Life Education and Social Concern" in New Era University College. This course is one semester-long with 14 lessons and a total of 2 credit hours, led by speakers from Life Line.



Grateful to Have You Along the Way

Life Line has been promoting mental health services in Malaysia for over 30 years. This is not only due to the dedication of the council committees, volunteers and staff, but also to the continued support from various populations, including honorary life presidents, advisors, sponsors, media, celebrities, enterprises, NGOs, government departments, and beneficiaries of the activities and services, etc.

Eventually, all of these has formed a multi-dimensional yet interactive system that supports an efficient and sustainable force to gradually drive society towards the vision of zero suicide.



Allies 1

Dedication Award Winners

The passion to help others drives the volunteers to commit time for the voluntary work for years, despite having their personal, family and career commitments. Every year, Life Line awards volunteers who have served for 5, 10, 15 years and above with the "Dedication Award" to appreciate their commitment to society.



Ong Cheng Kooi
Social Care | 15 Years of Service

My greatest learning in the social care team is about group dynamics. Continuous exploration is required to develop good team spirit as interpersonal relationships are complex.

I would like to especially thank Cheng Leng. We supported each other to face challenges in the team and trained batches of volunteers. It is admirable to see the compatibility of the juniors, particularly in their technical skills that contributed to the success of the online camps during the pandemic. Whenever I find juniors surpassing the seniors, I am touched by the excellent succession of the team.

Thank you friends who have journeyed with me in this team for the past 15 years. We have always done the best out of our abilities with perseverance. Without you all, I would not have achieved this award.



Ong Cheng Leng
Social Care | 15 Years of Service

I love the process of discussing and preparing for activities with everyone in the social care team. It can always stimulate creativity and ideas. I am gratified by the open conversation and accepting culture. Thank you for the respect and tolerance for each other.



Kerk Liu Chia
Counselling | 10 Years of Service

My greatest gain is learning to be self-aware and self-responsible. While helping the others, I was also going through the ups and downs. Self-awareness allows me to adopt different perspectives and make better decisions.

I once listen to a caller who was in great despair. Despite struggling, I realised that he was persevering and kind-hearted. Therefore, I provided him with affirmation and encouragement. After some time, he managed to solve his issues, and called back to express his appreciation!



Lai Mei Fong
Counselling | 10 Years of Service

When I first joined the volunteer training, my three children were still very small. So, I appreciate my husband's support for me to serve in Life Line without worrying.

I have learned to recognise and accept my weaknesses and imperfections in these 10 years. My greatest realisation is to not rush into helping others to solve problems but to assist them to explore their inner thoughts and emotions. When they have a clear understanding of themselves, they can make the most suitable decision.

What touches me most is to have those who I supported before be my partners in Life Line now! Looking forward to journeying with Life Line for more decades to come.

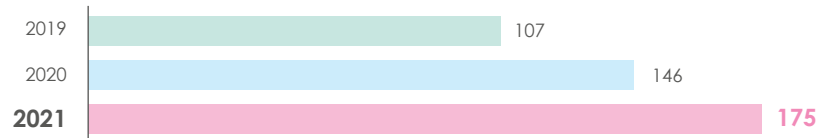
Allies 2

Moving Forward Together



With the help of the high exposures from 29 media outlets including newspaper, radio, TV, magazine, online media and self-media, Life Line was able to share the mental health issues to a wide variety of audiences, as well as provide advice on current issues from psychological perspective.

Media interviews in Recent Years



Lim Bi Qiu
Senior Editor
@Feminine Magazine

The pace of modern life is too hasty, many people often forget to listen to themselves, resulting in extreme thoughts and emotions. Therefore, we take the initiative to cooperate with Life Line, hoping to integrate the work of counselling and enlightenment into everyone's life.

We started with the column "The Heart of a Family" because the foundation of one's personality is absolutely inseparable from the family. We decided to focus on these mental health topics rather than commercial topics because I had experienced downturns and troubles before, and I found out that I was not the only one facing the same problem.

I know very well that it is more like a seed, quietly buried in the empty hearts of modern people. It often takes a few years to see that all this has actually settled in the hearts of the readers inadvertently, accompanying and guiding us out of downturns! I hope that we will continue to work hard to plant this seed in everyone's heart, to take care of each other, and let each other enjoy the shade of the plant!

Essel Yap
DJ@Ai FM

The greatest gift I have received from hosting a counselling program is awareness, dialogue, and acceptance of myself. As long as I had emotions, I could understand myself better and live a more calm and comfortable life. I have also learned to "change my mind". Whenever I have bad days, after I deal with the emotions, I will turn it into a kind of learning and give it meaning in my life. In this way, no matter how bad things are, there is always a good result in the end. Thank you to the speakers from Life Line for your company over the years, which has helped me throughout my life.

Ivy
DJ@CITYplus FM Sarawak

I can feel the passion of the speakers, particularly when we were discussing topics that were paid less attention by the community. Some speakers shared in a very lively way, in order to attract more audience to be aware of the issues. I have also learned a lot personally through these interviews.

Jean Lai
DJ@CITYplus FM Sarawak

We had collaborated with the Life Line on 53 interviews. Each topic discussed are closely related to current issues. I believe that the listeners have gained a lot of practical knowledge from the sharings, and subsequently promote the well-being of the community.

Allies 3

Entrepreneurs



In August 2021, Life Line has invited 9 entrepreneurs to share their experiences, in Facebook live streams, on how to manage past and current challenges, along with psychological considerations from Life Line speakers. We hope that more SMEs owners could be benefitted and utilise the spirit of 'Self-Help' and 'Seeking Help' in making a successful comeback. We were also invited by the Malaysian Retail Chain Association (MRCA) to have a live stream sharing with Datuk Seri Dr. Chai Kee Kan on the self-care of entrepreneurs during the pandemic.

Facebook Comments

I learned that even if my business failed, I am still worthy and shall remember my initial aspiration: Others don't define me, I define myself through words and actions.

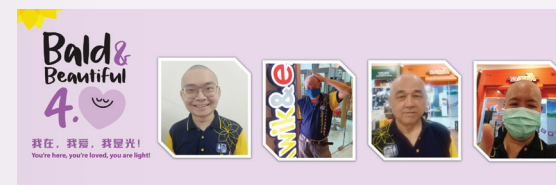
The most important message for me is, "Asking for help is not weakness, it is in fact a critical step in facing challenges."

I learned that I must allocate some 'Me Time' so that I can restore my rationality, regain my autonomy, and make the best decision.

This sharing reminds me that I have a group of employees who are willing to work hard with me, and I will cherish them even more.

My Starfish Foundation

My Starfish Foundation, under the leadership of PK Cheng, has continuously funded our awareness campaign since 2014, which has benefited more than 20,000 people. In 2021, the foundation also sponsored us to participate in "Seven Habits of Highly Effective People" workshop to enhance the management of Life Line. At the end of the year, Life Line also participated in the "Bald and Beautiful 4.0" cancer awareness campaign hosted by the foundation.



Partners



Guest Lineup

PK Cheng
Khind

Soh Yok Kim
Nesh

Dato' Liew Bin
Bagman

Jeff Yong
Hairdepot

Datuk Eric Chong
Erican

Datin Winnie Loo
A Cut Above

Dato' Lewre
Lewre

Terry Lee
BMS Organics

Raymond Gan
Kasut You

Datuk Seri Dr. Chai Kee Kan
KK Group

Allies 4

NGOs

In 2021, Life Line has supported three series of mental health campaigns hosted by other counselling NGOs. This resource integration among NGOs facilitated the efficiency in raising public awareness and more people benefited from the campaigns.



傾聽心靈 Hearing to the Soul, Ushering to New Normal
新常態 學術講座系列
Hosted by New Era University College

20 Academic Lectures 3 Co-organizers

Guarding Lives During Pandemic
起守護生命
Hosted by Xiao En

12 Live Streams 23 Co-organizers

The Journey of the Counselors
成为辅导工作者之路
21系列分享会
Hosted by Malaysian Chinese Community Counseling Association (MCCCA)

21 Sessions 10 Co-organizers

Group photo taken after the sharing on "Management & Challenges of Counselling NGOs".

Co-organizing "SMARTSTART 2.0"

Since 2006, Life Line and LPPKN have jointly organized SMARTSTART, the Pre-Marital Education Course. So far, 313 couples have benefited from this project. In line with current social needs, LPPKN will officially launch the "SMARTSTART 2.0" in 2022. As such, LLAM has been invited to participate in the preparatory work since 2019, including brainstorming, pilot trials and mentor training. In 2021, Life Line has completed the first round of the Chinese beta test for the public.



Co-organizing "A Conversation on Suicide"

In October 2020, Princess of 16th YDPA, YAM Tengku Puteri Iman Afzan was appointed as the international patron of World Mental Health Day and established "The Green Ribbon Group" to improve the mental health level in our country. In August, this group and the Malaysian Mental Health Association (MMHA) jointly launched "A Conversation on Suicide" course. Life Line was also invited to serve as the Chinese instructor for this program, to strengthen the community leaders' awareness and capabilities in handling suicidal crises.



Allies 5

Moving Forward Together



Cross-ethnic service serves as one of the important developmental objectives of Life Line. With the expansion of the volunteer team in recent years, Life Line has co-operated with several government departments and NGOs to provide mental health services and programs for different ethnic groups. During the pandemic, we also provided online counseling for foreign employees of the International Catholic Migration Commission (ICMC), Malaysia branch and assisted 9 clients in 16 sessions to relieve their psychological distress.

Partners in Cross-ethnic service in Recent Years



Allies 6

Celebrities and DJs

The "Learning to be a Companion 2.0" charity webinars in 2021, were once again vigorously promoted by many artists and DJs. Particularly, Yudi Yap, Miao Miao, Lenna Lim, Choo Hao Ren, Essel Yap, Boey Teoh, Wayne Lee, Ruby Yap, Rasyidah, KeQing, April Chan and others have even created short clips to promote this event.



In addition, eight live streams in total were launched in 2021, with Yeo Yann Yann, Miao Lim, Freddie and Catz as the guest speakers. They were invited to share their living experiences and insights under the pandemic and highlighted the importance of "Self-Help" and "Seeking Help". On October 10, World Mental Health Day, we also specially invited Fish Leong, as guest speaker for a facebook live stream, joined by Yann Yann and Tan Hoon Kian. They shared ways to self-care and reminded the audience that "We Are Always Here" even during the pandemic.



Allies 7

Calling for “95 Angels” One Ringgit A Day, Towards Zero Suicide



“As an NGO, we hope to provide a “stable” support for those facing darkest moments. Without “stability”, the support given will become insecure, uncertain, and restricted.”

Life Line relies on donations from the public to maintain our services for more than 30 years. However, since the majority consists of one-off donations, our financial standing is unstable and subsequently restricts the expansion of the service.

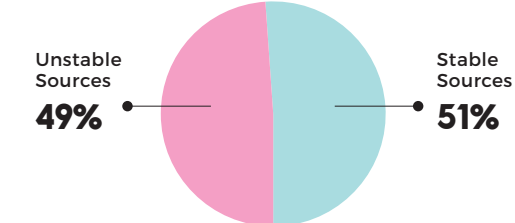
Therefore, we wish to recruit 950 “95 Angels” to donate RM1 daily. This small but regular donation can help to build a stable financial foundation for us to provide the public with services at a larger scale.

Goal: 950 Regular Donors

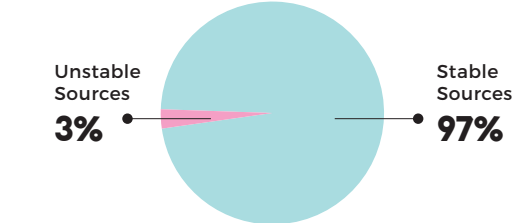
$$950 \text{ Donors} \times \text{RM } 30 \text{ per month} = \text{Close to RM } 360,000 \text{ (Annual Expenses for Life Line's Services)}$$

$$\text{RM } 365 \text{ per year (RM1 per day)}$$

Current Income



Ideal Income



Unstable Sources
(one-off donation, charity banquet, governmental subsidies etc.)
 Stable Sources
(activity registration fees & 95 care fund)



Remark: Only donors who donated RM1 per day or above are listed due to the limited space available. Thank you for your understanding.

- | | | | |
|-----------------------|------------------|--------------------|--------------------------|
| Aric Aow Shau Yong | Khong Mee Fong | Low Peck Hong | Tee Siau Yuan |
| Chan Lai Yong | Khor Phei Cher | Low Peck Yan | Teh Khong Wi |
| Chan Yean Leng | Lai Chooi Ling | Low Peck Yan | Teo Wei Loon |
| Chan Yng Ee | Lai Chun Hiung | Low Siang Ping | Teo Wei Sheng |
| Chang Chun Huat | Lai Mee Chun | Low Yoke Kwan | Teo Yin Shin |
| Chee Hui San | Lai Mee Chun | Low Yoke Kwan | Teo Yuan Chin |
| Cheong Chee Yeong | Law Lai Shyuan | Lum Nyin Nei | Teoh Pwoi Shin |
| Chew Jia Wen | Lee Bock Siong | Marina Ee Yan Yan | Tham Sook Mun |
| Chia Bee Kek | Lee Chew Yi | Nai Seow Hong | The Last Mile Enterprise |
| Chia Guat Ching | Lee Chui Yong | Ng Yean Lee | Tiang Lay Ting |
| Chiah Yi Ting | Lee Kong Teng | Ny Inspire Trading | Tiew Xiao Yin |
| Chin Chi Gang | Lee Leong Fah | Ong Chor Hoon | Tioh Joo Tek |
| Chin Sat Chew | Lee Mun Teng | Ong Joo Sze | To Lai Yoke |
| Chloe Tan Wan Chin | Lee Shiau Fern | Ong Lay Na | Tong Jie Yi |
| Chong Pow Ying | Lee Yin Ling | Onn Cheu Hwa | Toon Lai Chin |
| Chong Pow Ying | Leong Choy Ping | P&D Mossen Sdn Bhd | U Kern Min |
| Choo Yoke Mooi | Leong Kah Wai | Pang Ji Neng | Wong Chon Mui |
| Chow Sow Fong | Leong Shann Feng | Phoon Kam Mei | Wong Kean Fook |
| Chu Wai Pheng | Lew Sieow Shih | Poh Ai Ting | Wong Kim Moi |
| Chuah Chuan Ying | Liam Wei How | Seah Woon Che | Wong Shee Nee |
| Cindy Winnie Tan | Liew Siew Ching | Siw Lay Har | Wong Siew Koon |
| Eng Lee Chen | Liew Yoke Leng | Soh Poh Choo | Wong Siew Yek |
| Er Soon Sew | Lim Chwee Chi | Tan Karen | Wong Tuck Seng |
| Gan Key Beng | Lim Hui San | Soo Foong Mei | Wong Xin Nan |
| Gan Siou Ting | Lim Lay Kuen | Soon Chuan Kai | Yap Lee Choo |
| Gan Yew Aik | Lim Lay Yok | Soong See Foong | Yap Mei Heong |
| Go Kin Choo | Lim Pei Yuen | Tan Aik Kiat | Yap Tuan Ee |
| Goh Bee Gai | Lim Su Wai | Tan Karen | Yap Voon Kian |
| Goh Mooi San | Lim Wee Meng | Tan Meng Choo | Yeo Wei Pei |
| Goh Sim Gai | Loh Siew Leng | Tan Phaik Kim | Yeoh Hock Choon |
| Guan Eng Chai | Loke Shu Yan | Tan Sok Ting | Yeoh Qing Fong |
| Haw Eng Seng | Loo Seh Yee | Tan Yee Hooi | Yeoh Tin Nie |
| Jackson Khoo Jack Sin | Low Cheng Ngee | Tan Yew Way | Yong Kah Loo |
| Jessica Lim Pei Shian | Low Chin Chang | Tan Yoke Ling | Yow Pui Leng |
| Karen Choong Lai Yoke | Low Kok Hing | Tay Mei Foong | |

Every “95 Angel” will be invited to join eight webinars in
“Learning to be a Companion 3.0”

- | | |
|---|---|
| <ul style="list-style-type: none"> Self-insight from Family Interactions
20 / 3 SUN 3pm - 5pm Helping those “Know but Fail to Change” by Motivational Interviewing
26 / 3 SAT 8pm - 10pm *Cantonese Psychological Needs for Children in Divorced and Blended Families
27 / 3 SUN 3pm - 5pm Discovering “Unfinished Business” via Dreams
27 / 3 SUN 8pm - 10pm | <ul style="list-style-type: none"> Self-insight from Workplace
2 / 4 SAT 3pm - 5pm Helping Children who Refuse Learning by Motivational Interviewing
2 / 4 SAT 8pm - 10pm *Cantonese Mindfulness and Vagus Nerve Self Healing Techniques
3 / 4 SUN 3pm - 5pm Understanding Personality Traits via Dreams
3 / 4 SUN 8pm - 10pm |
|---|---|



STEP 1 Sign up as a “95 Angel”



STEP 2 Register for “Learning to be a Companion” Webinars



We appreciate your companionship, through the hardships of the pandemic



叶燕茹
YAP YUEN LOO

李丽琼
LEE LAI KENG

杨国胜
YEOH KOK SENG @
YEOH BOON GUAN

姚国安
YEW KOK ONN

ROMANES
BEAUTY CENTRE SDN BHD

K I M M S
INTERIOR SDN BHD

LATE MR.
JE FONG MENG

LOW THIEN YIEN

One-Off Donations:

Bank Account

Hong Leong
Islamic Bank

: 2400 1000 342
(Persatuan Life Line Malaysia)

Online / Bank Transfer



E-Wallets



*Remark: For donors who would like to obtain a tax exemption receipt, please WhatsApp the transaction proof to 011 - 1092 1995

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

95 爱心使者
救吾

一天1令吉 迈向零自杀!



950

定期小额赞助者

“ 有了「稳定」的财务基础 我们才能更有系统、规模地推展助人服务! ”

衷心感谢您的信任与支持 每位95爱心使者将受邀参与8场慈善学堂 一起向资深心理师学习心灵照护!

三分 一分学习 陪伴

慈善筹款 学堂 3.0



- | | |
|--|--|
| 1 从家庭互动洞察自我生命议题
20/3 SUN 3pm-5pm | 5 从职场互动洞察自我生命议题
2/4 SAT 3pm-5pm |
| 2 用动机式访谈法帮助“知道但改不到”的人
26/3 SAT 8pm-10pm *粤语 | 6 用动机式访谈法帮助不愿学习的孩子
2/4 SAT 8pm-10pm *粤语 |
| 3 单亲与再婚家庭孩童的身心陪伴
27/3 SUN 3pm-5pm | 7 正念与迷走神经自愈法
3/4 SUN 3pm-5pm |
| 4 用梦境探索“未竟事务”
27/3 SUN 8pm-10pm | 8 用梦境了解自我人格特质
3/4 SUN 8pm-10pm |

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95爱心大使

