



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



# FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书

# TABLE OF CONTENTS



- 1 Introduction to Life Line Association Malaysia  
马来西亚生命线协会介绍
- 2 Problem statement  
实施目标的原因
- 3 Solution/Fundraising Goals  
解决方案
  - **System:** Establish "SmartCounsel" – A comprehensive telephone & data management system  
开发全面性的电话辅导与大数据系统 "SmartCounsel"
  - **Team:** Save more lives by expanding our reach and helping more individuals  
团队：通过扩大我们的覆盖范围，帮助更多的人，拯救更多的生命
- 4 The Impacts  
目标落实后的影响力
  - **5-years Projection**  
5年预期效应
- 5 Call-to-action:  
响应筹款活动：
  - **95 Mental Awareness Month and 30th Anniversary Celebration**  
95自觉月暨30周年[感恩]会庆午宴

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# INTRODUCTION OF



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



**Suicide Prevention**  
自杀防治



**95 Spirit**  
95 “救吾”精神



**227 Volunteers**  
227义工

**Life Line Association Malaysia** is a non-political, non-religious, non-profit organisation that focuses on **suicide prevention**.

Registered in 1993, the association operates with the motto "**Help is as Close as the Telephone**", providing FREE phone counselling and other counselling services, while promoting 95 Spirit to increase public awareness of mental health.

It assists those contemplating suicide in finding the courage to reclaim their lives and accompanies those feeling lost and helpless, offering them hope for a better future.

马来西亚生命线协会是一个以自杀防治为核心的非政治、非宗教之非营利组织。注册于1993年，本会以“千里一线牵，帮助在耳边”作为理念，提供免费电话辅导及多元辅导服务，积极走入社区推广95精神，陪伴彷徨无助者及协助企图自杀者重拾生活的勇气和重见生命的希望。

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# PROBLEM STATEMENTS



In recent years, there has been a surge in suicide cases, indicating the increasing severity of mental health issues in society. As a counselling service centre, we have been providing free counselling services throughout the pandemic. However, **data shows an increase in suicidal ideation.**

**Despite the return to normalcy in 2022, the number of suicide cases remains high, highlighting that psychological crisis is a significant challenge in the post-pandemic era.** Therefore, we have realised the growing demand for mental health support from the public and are expediting the implementation of 24-hour telephone counselling services.

近年自杀案例频发，自杀意念也逐渐增加。这意味着心理议题在社会中越来越重要。作为辅导服务中心，我们在疫情期间一直免费提供辅导服务。

尽管在2022年生活恢复正常，但自杀案件仍然居高不下，表明心理危机是后疫情时代的重要挑战。因此，我们意识到公众对心理健康需求的增加，并加速推动24小时电话辅导服务的实施。

Suicidal Cases reported by PDRM

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书





# PROBLEM STATEMENTS

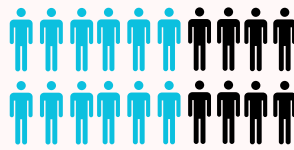


## STATISTIC OF MENTAL HEALTH ISSUE IN MALAYSIA 马来西亚心理健康问题的统计数据

Experiences depression in Malaysia. Majority are in B40 group.

正在遭受着抑郁情绪的困扰，大部分来自B40群。

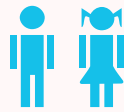
**500,000** citizens  
公民



1,708 suicide cases in 2021

2021年共有1,708起自杀案例

**51%** Teenager  
青少年



15-18 years old

**39.1%** Adult  
成年人



19-40 years old

**9.8%** Elder  
长者

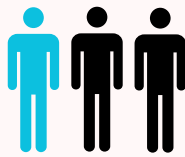


40 years old & above

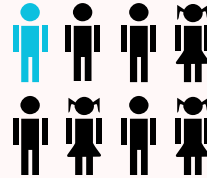
Experiencing mental health problems.

正在经历心理健康问题。

**1 in 3** Adults  
成年人

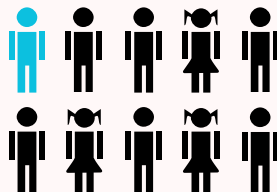


**1 in 8** Teenager  
青少年



Contemplated suicide  
拥有自杀意念

**1 in 10** Teenagers  
青少年



Source: Technical report released by the Health Ministry in December 2017

FUND-RAISING  
PROPOSAL

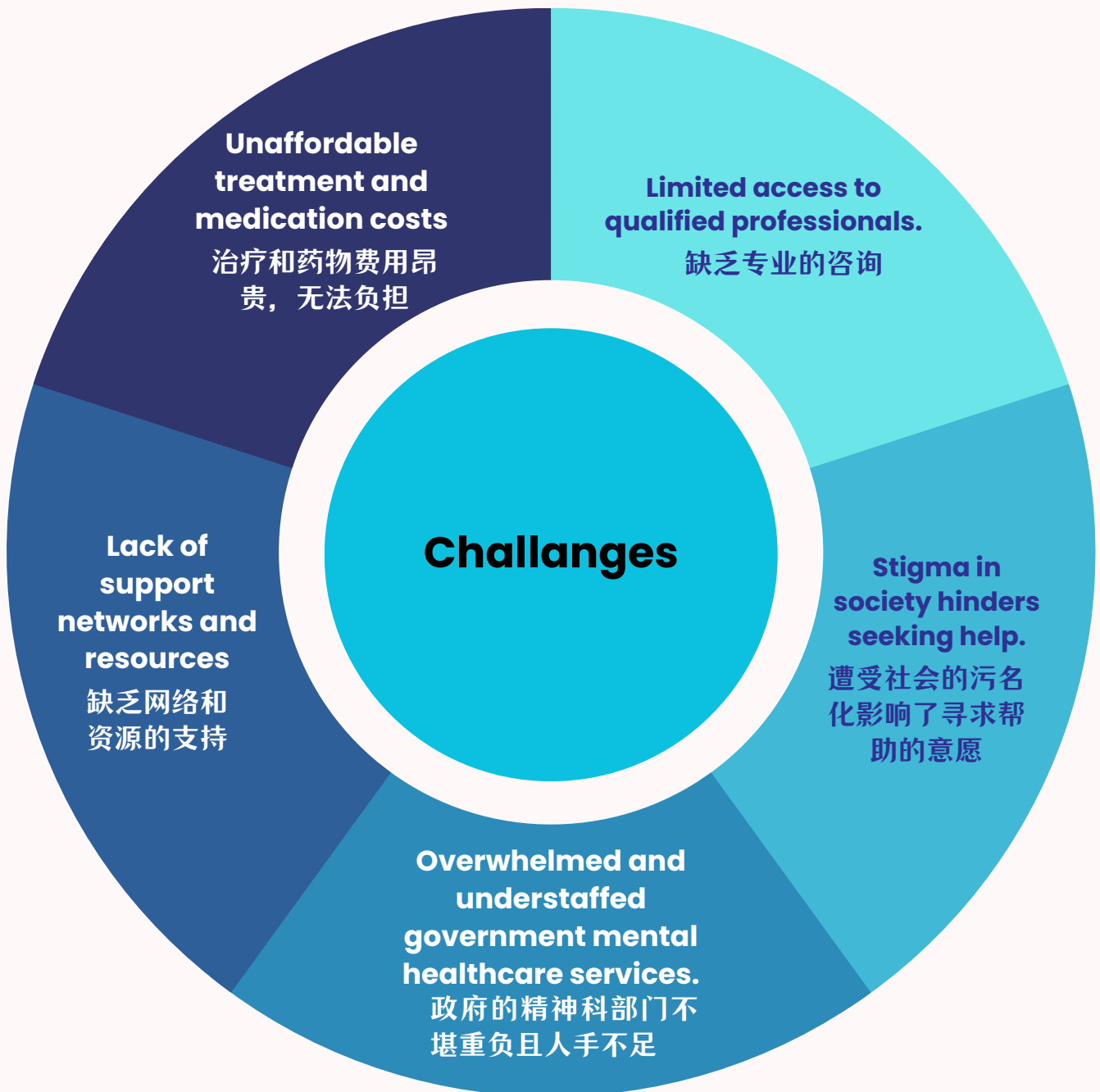
For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书





# PROBLEM STATEMENTS



## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# FUND-RAISING GOALS & SOLUTION



**Establish "SmartCounsel" -  
A comprehensive telephone &  
data management system**

开发全面性的电话辅导与大数据系统  
"SmartCounsel"

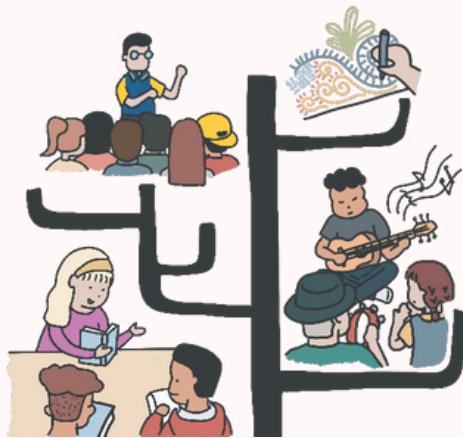
**System**  
系统



**Expansion: Save more lives by  
expanding our reach and helping  
more individuals**

通过扩大团队，增加我们的覆盖范围，帮助更多的人，拯救更多的生命。

**Team**  
团队



**FUND-RAISING  
PROPOSAL**

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# FUND-RAISING GOALS & SOLUTION

## 1 System

### Establish "SmartCounsel" - A comprehensive telephone & data management system

开发全面性的电话辅导与大数据系统性的电话辅导 "SmartCounsel"



#### Decentralisation and Integrate Nationwide Counselling Platforms

去中心化，并整合其他辅导平台，  
提升全国社区电话咨询服务的质



#### Volunteers & Supervisor Quality Assurance and Streamline Crisis Support Operations

志愿者和主管质量保证；透过系统  
管理以提高效率。  
以生命线为例：将危机支援的人力  
从5全职人员减少至3人



#### Individualised Client Management 个体化客户管理



#### Big Data Collection Management 大数据收集管理 - 分析预防工作

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# FUND-RAISING GOALS & SOLUTION



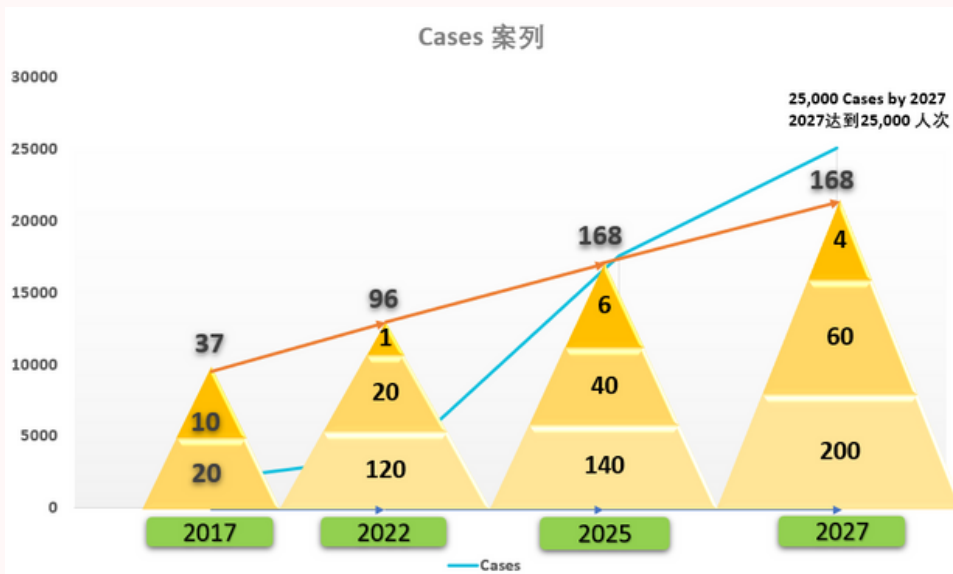
马来西亚生命线协会 (PPM 009 14 00041983)  
Life Line Association Malaysia  
Persatuan Life Line Malaysia

## 2 Team

**Expansion: Save more lives by expanding our reach and helping more individuals**

通过扩大团队，增加我们的覆盖范围，帮助更多的人，拯救更多的生命。

### 10 Years' Planning 10年计划 24-hours Careline & Crisis Line Support System 24小时关怀热线和危机支援热线服务



- Service Hour/ Week  
一星期服务小时
- Full Time Supervisor  
全职督导
- Voluntary Supervisors  
志工督导
- Volunteers  
志工

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书





# FUND-RAISING GOALS & SOLUTION

## 2 Team

### Expansion: Save more lives by expanding our reach and helping more individuals

通过扩大我们的覆盖范围，帮助更多的人，拯救更多的生命。



## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# FUND-RAISING GOALS & SOLUTION



马来西亚生命线协会 (PPM 009-14 0041993)  
Life Line Association Malaysia  
Persatuan Life Line Malaysia

## 1 System

### Financial Forecast

#### 财务预算表



#### 1. Financial Forecast 财务预算表:

Year	Cost (RM)				
	Q3 2023	2024	2025	2026	2027
No Of Supervisors	2	4	6	5	4
System Development + Hardware	750,000.00				
System yearly cost	-	180,000.00	180,000.00	180,000.00	180,000.00
Full Time Supervisor	156,000.00	312,000.00	468,000.00	390,000.00	312,000.00
<b>Total</b>	906,000.00	492,000.00	648,000.00	570,000.00	492,000.00
<b>Grand Total</b>	2,046,000.00			1,062,000.00	

#### 2. Number of Volunteer and Cases Forecast 义工与社服数量预算表:

Year	Q4 2022	Q4 2023	Q4 2024	Q4 2025	Q4 2026	Q4 2027
Full Time Supervisor	1	2	4	6	5	4
No of Volunteers	120	140	160	180	220	260
Service hour/week (Hr)	37	95	124	168	168	168
Growth Projection (Cases)	3,800	6,200	12,500	17,500	20,000	25,000

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书

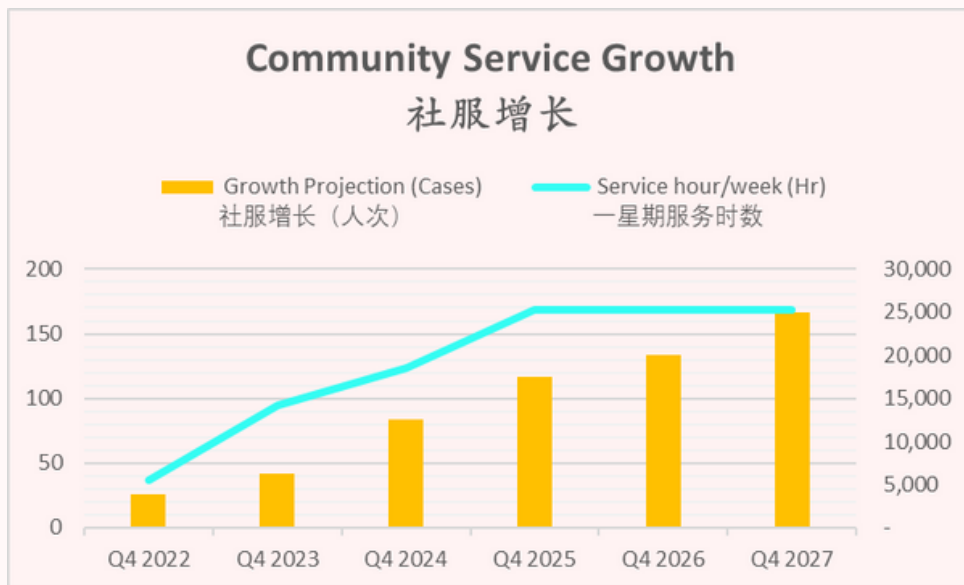


# THE IMPACTS

# 1

- **25,000** individuals with mental health problem get support by 24hours **FREE** phone counselling year by 2027.
- **25,000**人次受惠于24小时**免费**辅导服务

**Forecast of Community Service Growth (From 2022 to 2027)**  
社区服务增长的预测( 2022年至2027)



Year	Q4 2022	Q4 2023	Q4 2024	Q4 2025	Q4 2026	Q4 2027
Service hour/week (Hr) 一星期服务时数	37	95	124	168	168	168
Growth Projection (Cases) 社服增长 (人次)	3,800	6,200	12,500	17,500	20,000	25,000

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书

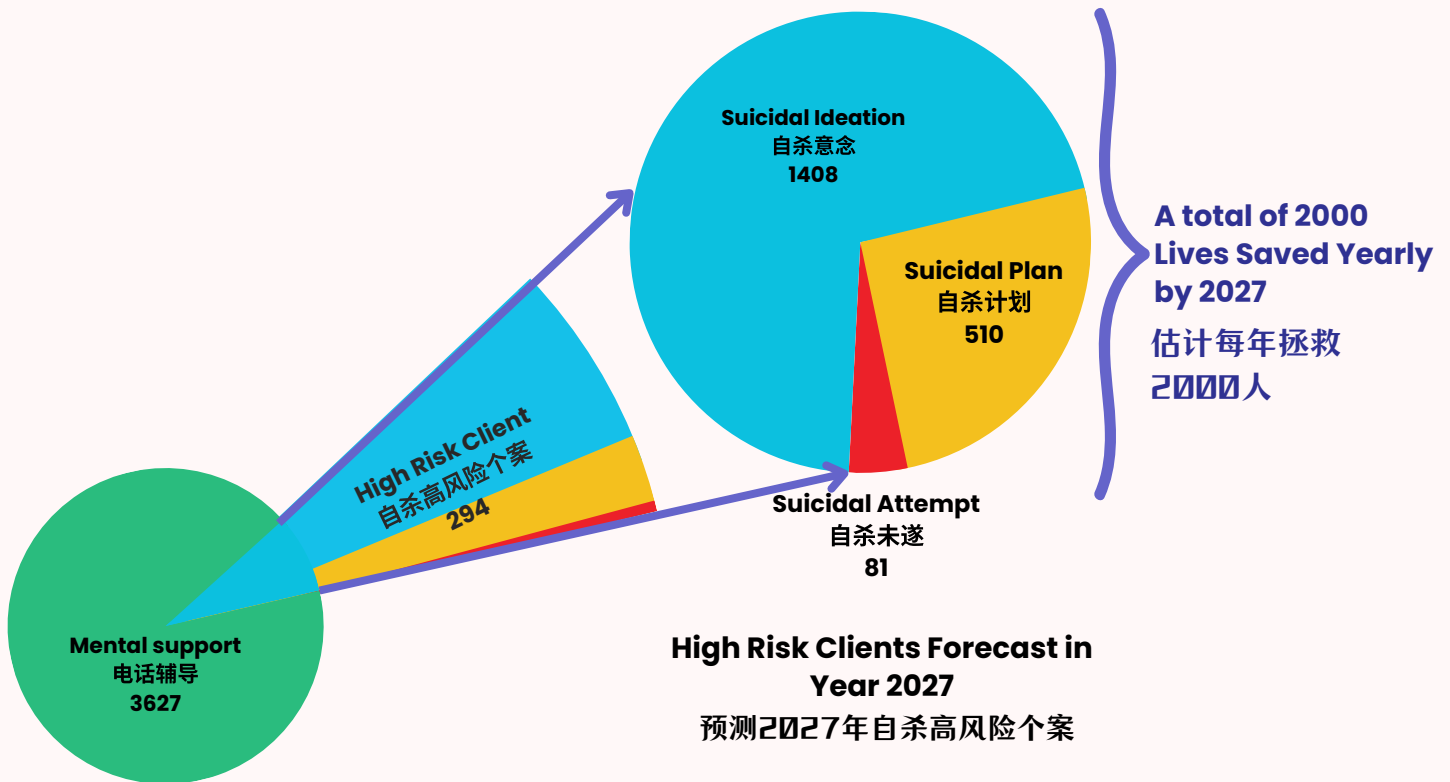




# THE IMPACTS

# 2

- **2000 lives saved** each year by providing **free helpline** especially for B40 group.
- 低收入群体将受惠于免费电话辅导



**High Risk Clients Forecast in Year 2027**  
预测2027年自杀高风险个案

**Community Service by Year 2022**  
2022年社区服务

Source: Technical report released by the Life Line Malaysia in December 2022

## FUND-RAISING PROPOSAL

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书





# THE IMPACTS

# 3

The quality of the mental healthcare support for the community will be gradually/drastically improved **nationwide.**

**全国**精神健康支援的素质将会大幅度提升

**SmartCounsel  
System Sharing Plan**  
系统分享计划



**BigData Analysis**  
大数据统计

**Knowledge Sharing**  
知识分享

**Cross Training**  
多元培训

**FUND-RAISING  
PROPOSAL**

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书





# CALL-TO-ACTION: 30TH ANNIVERSARY LUNCHEON



**28/09/2023**  
星期四



**11am-3pm**



**HGH Convention Centre, Sentul**

**RM2,000,000**

Fundraising Target | 筹款目标



## Sponsorship Packages

**RM50,000**

- Invited as Permanent Honorary President
- 'Gong' hitting Guest
- Complimentary 2 tables

**RM10,000**

- Drum hitting Guest
- Complimentary 1 table

**RM2,000**

- Ribbon Cutting Guest
- Complimentary 2x VIP tickets

**RM1,000**

1x VIP Ticket

**RM200**

1x Regular Ticket

**FUND-RAISING  
PROPOSAL**

For 24-hours Phone Counselling Service by 2025

24小时电话辅导服务 筹款计划书



# 感恩

# 30



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

## 95生命自觉月 **暨** 30周年会庆午宴

THURSDAY NOV  
**9/28**

🕒 11AM - 3PM

📍 吉隆坡冼都王岳海大礼堂  
HIGH CONVENTION CENTRE

**筹款目标：2025年延长辅导热线至24小时！**



**嘉宾券 RM200 | 名誉券 RM1000**

有意乐捐RM2k以上？欢迎联系我们 011-10959595

lifeline7995 善款皆免税 DONATIONS ARE TAX EXEMPTED





# OUR CONTACTS

Tel: (603)42666195

WhatsApp: 011-10921995

Email : [sponsor@lifeline.org.my](mailto:sponsor@lifeline.org.my)

Official website : <https://lifeline.org.my/7995/>

Facebook : Life Line Association Malaysia



**YOUR SUPPORT SAVE LIVES!**