



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



TO PROTECT LIVES TOGETHER AND



MAKE THE WORLD A BETTER PLACE



ANNUAL REVIEW
2025

f @lifeline7995

Premium
Sponsor

富貴 NIRVANA

95 Ambassador
Yeo Yann Yann



Self-Help and Seek Help For Psychological Injuries

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



SELF-HELP

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

Self-Care



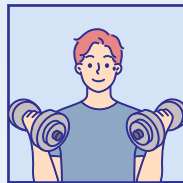
Eat Well



Sleep Well



Take Care of Our Emotions



Exercise Regularly

Self-Stabalization



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



Self-Development

Seek learning resources to improve self-awareness and coping abilities



CETC 95 推广中心
Counselling Education Development and Training Centre
Pusat Perkembangan dan Latihan Pendidikan Kaunseling
By Life Line Association Malaysia



95 CETC

SEEKING HELP

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

Life Line Association Malaysia



03-4265 7995



www.lifeline.org.my



lifeline7995



Free helpline, counselling and email support services



CETC fee-based counselling services



Play therapy for children

Community Counselling Resources in Malaysia





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

COUNSELLING HELPLINE



 15995 爱我救救我

9:30AM - 1:30AM

MONDAY TO SATURDAY



lifeline7995



www.lifeline.org.my



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Publisher:

Life Line Association Malaysia

Format Advisor: Loh Zh Wei

Printing:

Taurus DNP Sdn. Bhd.

Remarks: All sequences listed in this annual review is organised in chronological order or based on the layout design.

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ABOUT US

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PURPOSE

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

VISION

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

CORE VALUE

Helping Others

Selfless dedication to create a physically and mentally healthy society.

Personal Growth

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

MISSION

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

The Team

5 Key Focus

Primary Prevention Education & Awareness

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

SELF
HELP

SEEKING
HELP

Secondary Prevention Psychological Support

- ♥ Counselling
- ♥ Play Therapy



Moving Forward Together

HONORARY LIFE PRESIDENTS



The Late Tan Sri Dato'
Tong Yoke Kim



Tan Sri Datuk
Tee Hock Seng, JP.



Tan Sri Dato' Dr.
Kong Hon Kong



Dato' Sri Dr.
Tan Cheng Chai



Lilian Goh Kui Lian



Tang Kae Sue



Dato' Lee Tek Mook



Datuk Eddie
Heng Hong Chai



Kua Poo Hoo



Ding Chiu Hiong



Oh Siang Hwa



Karen Leong Kam Leng



Datuk Tee Guan Pian



Datuk Seri Dr.
Eng Wei Chun



Dato' Dr.
Lye Wing Voi



Datin Sri
Teh Hooi Tyug

14TH COUNCIL COMMITTEES

2023-2026

5

The Team

5 Key Focus

Moving Forward Together



**Society Affairs
Advisor**
Tiew Seng Chee



**Society Affairs
Advisor**
Soh Yok Kim



**Society Affairs
Advisor**
See Soon Eng



Legal Advisor
Mike Lee Seang Yik



Legal Advisor
Wong Poh Leng



President
Choon Lee Meng



Deputy President
Chua Chee Heng



Vice President
Wong Su Zane



Vice President
Ng Fong Shiang



Secretary
Ong San San



Assistant Secretary
Lim Siew Ling



Treasurer
Khor Phei Cher



Assistant Treasurer
Ko Chin Wai



Committee
Loh Kok Weng



Committee
Tiew Hock Chuan



Committee
Ooi Gaik Ean



Committee
Heng Lik Ling



Committee
Wong Yew Wai



Committee
Yee Yeng Yeng



Committee
Tan Peik Khoo



Committee
Chong Siew Shyan



Committee
Lee Kim Keat



Committee
Yee Chich Ho



Committee
Poh Kim Pheng



Committee
Yeoh Hock Choon



Committee
Soh Ban Aun



Committee
Lim Ji Lin

Listening and Safeguarding

Upgrade, Extend, Connect, and Go Global

In an era filled with both challenges and opportunities, Life Line Association Malaysia continues to uphold its mission in bringing hope and support to the community. In 2025, we focused our efforts on four key directions — **Upgrade, Extend, Connect, and Go Global** — striving to achieve breakthroughs in service professionalism, coverage, and impact, so that every act of care can reach those who need it most, when they need it most.



President
**Choon
Lee Meng**

UPGRADE

Establishment of SmartCounsel

Following the 14th Committee's direction to realise **24-hour telephone counselling** services, the Association initiated a comprehensive system transformation plan. From vendor selection and technical evaluation to the AGM's approval of the SmartCounsel initiative, this system represents not only a technological upgrade but also a significant enhancement of our service philosophy.

SmartCounsel adopts a **decentralised system design**, reducing reliance on physical infrastructure and minimising volunteer attrition. It strengthens mechanisms for managing high-risk cases, easing the burden on volunteers while improving crisis response efficiency. The system also enhances case management and follow-up processes, ensuring that every act of care can continue beyond the initial conversation.

At the same time, SmartCounsel establishes a **centralised data and analytics platform** to help identify social trends, enabling more forward-looking mental health promotion and preventive initiatives. SmartCounsel marks an important milestone in the Association's journey towards greater professionalism and long-term sustainability.

EXTEND

Expanding Counselling Service Hours

We are steadily moving towards providing **24-hour services**. Starting 5 February 2025, our hotline counselling hours were extended from **9:30am to 1:30am**, offering a total of **16 service hours daily**.

The success of this extension would not have been possible without the quiet dedication of our volunteers. In addition, Life Line has engaged **professional counselling staff on both full-time and part-time bases** to support volunteer training, fill service gaps during critical hours, and assist with crisis intervention, ensuring that we remain accountable to both the community and our supporters.

This extension is not merely an increase in numbers — it represents **more time spent waiting, listening, and being present**. Whether in the early morning or late at night, we remain committed to keeping a light on for those in need. Through this effort, we hope to reach and support more individuals during their most critical moments.

CONNECT

Launch of the 15995 Hotline

On **20 May 2025**, we officially launched our new **five-digit hotline number: 15995**. The date "520" symbolises "I love you," reflecting our heartfelt commitment to care — and also carries the meaning "Love me, help me."

This shorter, easy-to-remember number lowers the barrier for seeking help. From its launch until the end of 2025, **18% of the public who reached out for support did so through this new hotline**.

From system upgrades and service extension to a more accessible hotline number, every step we take is guided by a single purpose — **to ensure that anyone in need can be heard and supported at the moment it matters most**.

GOING GLOBAL

APTCC 2025

The **18th Asia Pacific Telephone Counselling Conference (APTCC 2025)** concluded successfully, marking a significant milestone for Life Line Association Malaysia on the international mental health stage.

The conference broke geographical boundaries, fostering cross-national academic exchange and the sharing of practical experiences. It also contributed significantly to enhancing the service standards and professional development of the local counselling field.

Through this successful event, Malaysia's professional experiences resonated on the international stage, allowing our voices to be heard globally. Moving forward, we will continue to leverage international platforms to gain knowledge, resources, and collaboration opportunities, further advancing our professional journey.

LOOKING AHEAD

Reflecting on the past year — from system upgrades and extended services to a more accessible hotline and international engagement — our core mission remains unchanged: **to ensure that every person in need is heard and supported at the most critical moment**.

Looking ahead, Life Line Association Malaysia will continue to move forward with **professionalism, compassion, and innovation**, strengthening both the depth and reach of mental health services. Together with partners across society, we remain committed to safeguarding lives and building a more caring and supportive community.

15995: Love Me, Save Me

The year **2025** was a year of both challenges and steady progress for **Life Line Association Malaysia**. Throughout the year, we made meaningful strides in strengthening our service capacity, expanding international engagement, and enhancing our social impact.

In terms of hotline counselling services, several important milestones were achieved. Life Line successfully secured and launched the unified counselling hotline **15995**, enabling members of the public to reach us more easily when they need support. This new hotline number improves accessibility and allows more individuals in distress to connect quickly with a listening ear.

At the same time, we upgraded our hotline system with the implementation of **SmartCounsel**, further enhancing hotline operations and service management. With improved system support, volunteer counsellors are able to document and follow up on cases more efficiently, contributing to higher service quality and ensuring that callers receive more consistent and professional support during every interaction.

In terms of service availability, Life Line's counselling hotline was expanded to operate **six days a week, providing 16 hours of service daily**. This milestone reflects not only the Association's strengthened capacity in resource coordination and volunteer engagement, but also our commitment to being present for more individuals during their moments of need. Behind every call lies a story of trust — and a life that deserves to be heard and supported. With professionalism and compassion, our volunteer counsellors continue to offer warm and reliable support to the community.

In **2025**, we also successfully hosted the highly anticipated **Asia Pacific Tele-Counselling Conference (APTCC)**. This important regional conference brought together experts and practitioners in hotline counselling and mental health from across different countries and regions. The conference provided a valuable platform for organisations to share experiences, exchange practices, and explore how best to address the challenges of mental health and suicide prevention in today's society. Being able to participate in and contribute to such a platform is both an honour and a responsibility for Life Line.

Looking back on the year, what we witnessed was not only the expansion of services or the growth of our programmes, but also a growing awareness within society about the importance of mental health. These positive changes continue to inspire and motivate us to move forward.

Looking ahead, Life Line is working towards our next major milestone — the realisation of a **24-hour counselling hotline** service. Our goal is to ensure that anyone in need, whether in the middle of the night, at dawn, or during any difficult moment, can reach out and hear a voice willing to listen. This is not merely an extension of service hours, but a promise to the community: that no one should have to face life's most vulnerable moments alone.

Finally, I would like to express my sincere gratitude to all our volunteers, board members, partners, and members of the public for their unwavering support. It is through your dedication and trust that Life Line continues to be there — extending a helping hand whenever a life needs to be held.

Secretary
Ong San San



Safeguarding Together: Financial Stability for Sustainable Development

As a **non-governmental and non-profit organisation in Malaysia**, Life Line has, over the years, continued to expand its services and move forward steadily with the sustained support of the public. Extending counselling service hours has always been one of Life Line's key missions. Beyond the generous donations from individuals and organisations, many compassionate members of the community have also stepped forward to participate in volunteer training. Their dedication has gradually strengthened our manpower and professional capacity, enabling us to move firmly toward our goal of providing **24-hour counselling services**.

The year **2025** was particularly meaningful for Life Line. During this year, we successfully hosted the **18th Asia Pacific Telephone Counselling Conference (APTCC)**, receiving strong support and sponsorship from government agencies and various sectors of society. This recognition is not only an affirmation of our efforts, but also a powerful encouragement that inspires us to continue deepening our work in the field of mental health.

In a time when psychological stress is increasingly prevalent, public awareness of mental health has continued to grow, and so too has the responsibility we carry. In response to the rising demand for support, we have actively expanded our counselling hotline and play therapy services. In areas such as human resource planning, system development, and operational management, every decision and every expenditure is carefully evaluated to ensure that each donation entrusted to us creates the greatest possible social impact.

At the same time, in promoting **self-help and mental health awareness**, we continue to organise talks, camps, media engagements, and community outreach activities. Each programme is carefully planned and implemented with the aim of sharing accurate mental health knowledge and self-help resources with a wider audience, providing encouragement, awareness, and support to more people in the community.

We would also like to extend our special appreciation to a group of dedicated supporters who stand quietly behind Life Line — the **"95 Angels"**. Through their ongoing contributions, they provide the Association with stable and long-term support, allowing our services to grow in a more structured and sustainable way. Their continuous generosity enables more individuals in need to receive support, companionship, and a listening ear during critical moments. It is this collective goodwill that forms a powerful force in safeguarding lives. We sincerely hope that more friends will join the **"95 Angels"**, strengthening the financial stability of Life Line so that more lives can be heard, supported, and protected.

The sustainable development of a non-governmental organisation relies not only on the generosity of donors, but also on the dedication of countless volunteers, administrative staff, and members of the Board who work tirelessly behind the scenes. Only through sound governance and transparent financial management can we ensure that resources are used responsibly and continue to benefit those who need them most.

Looking ahead to **2026**, we hope that Life Line will continue to bring the **"95 Spirit"** to a wider international stage, allowing this commitment to safeguarding lives to reach further and grow stronger.

On behalf of the Association, I would like to express my heartfelt gratitude to every supporter of Life Line. Because of you, we are able to move forward with confidence; because of you, the **"95 Spirit"** continues to take root and flourish in every corner of Malaysia.

Treasurer
Khor Phei Cher



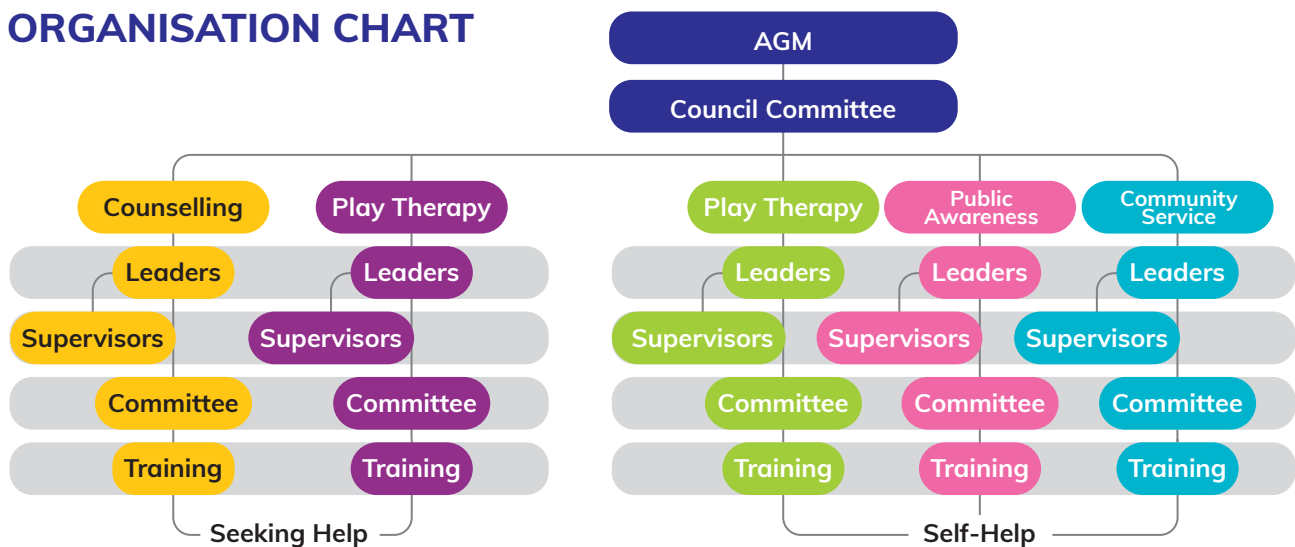
215 Volunteers, Countless Acts of Kindness

In 2025, there were a total of 215 volunteers,
including 165 official volunteers and 50 interns and trainees.

2025 TEAM LEADERS & NUMBER OF OFFICIALLY APPOINTED VOLUNTEERS

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

ORGANISATION CHART

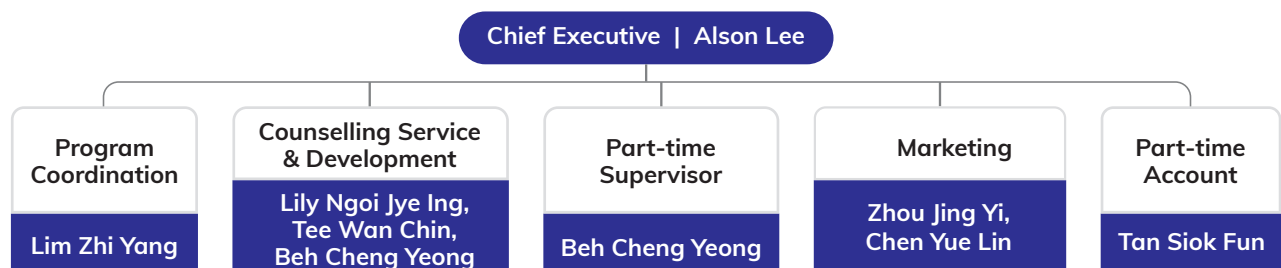


ADMINISTRATIVE TEAM

Following the restructuring of the Administrative Team in 2025, the organisational structure as of 31 December 2025 is presented below.

We sincerely thank all members for their dedication and contributions over the past year.

Moving forward, the team will continue to enhance administrative efficiency and service quality.







Malaysia Hosted the Conference for the First Time

Strengthening Global Connections for Helpline Services



Life Line Association Malaysia hosted the 18th Asia-Pacific Telephone Counselling Conference (APTCC) at Sunway Resort Hotel from 5 to 7 September 2025. This international event brought together more than 300 experts and professionals from various countries and regions to discuss the transformation and development of helpline services in a new era, with a focus on technology applications, optimisation of service modalities, and ecosystem building.

The Asia-Pacific Telephone Counselling Conference was initiated by Taiwan, Japan, and South Korea in 1994, and has a history of nearly 30 years. Malaysia was selected as the host country during the 2022 conference, becoming the first country outside the founding nations to host the event, making this occasion especially significant.

Under the leadership of Mr See Soon Eng, Chairperson of the Organising Committee, Board Member of Lifeline International, and Advisor to Life Line Association Malaysia, the conference successfully invited more than 15 speakers from Australia, New Zealand, the United States, Hong Kong, Taiwan, Japan, and Malaysia. Through their presentations, participants were able to explore the future development of helpline services from different perspectives.

The conference was held under the theme “The Transformation of Helplines: Technology, Modalities and Ecosystem”. Through international exchange, the conference aimed to promote breakthroughs and innovation in helpline services amid diverse and evolving challenges. A major focus of the conference was youth mental health, one of the most closely

watched issues in today’s mental health landscape.

In recent years, mental health challenges among adolescents have become increasingly serious, with rising cases of anxiety, depression, self-harm, and suicide. Many speakers pointed out that young people growing up in the digital era are affected by multiple pressures, including social media, academic competition, and family instability, and their need for psychological support is far greater than before. At the same time, an emerging concern is that many young people tend to seek help passively, and are more accustomed to expressing themselves through text-based messages rather than traditional phone calls. This shift has posed new challenges to conventional helpline counselling models.

As a result, one of the key areas of discussion at the conference centred on how technological innovation and service transformation can be leveraged to build psychological support systems that are more responsive to the needs of young people.





The conference was open to policy makers, mental health professionals, counsellors, social workers, and related organisations across the Asia-Pacific region.

The programme included keynote speeches, panel discussions, and workshops, covering the following core topics:

- | | | | |
|---|---|---|--|
| 1 | Crisis counselling in the digital era: managing risks and opportunities | 4 | Strategies and ethics in text-based counselling |
| 2 | Technology applications in youth mental health intervention | 5 | Short- and medium-term treatment principles for clients with suicidal ideation |
| 3 | Responding to suicidal ideation among children and adolescents | 6 | The application of psychological displacement in counselling |



The conference was also honoured to have Che Puan Muda Zaheeda Mohamad Ariff, Crown Princess of Kedah, officiate the opening ceremony, and to welcome Minister of Youth and Sports Hannah Yeoh, who attended and delivered an address.

In her speech, the Crown Princess emphasised that adolescence is a critical stage of physical and psychological development, and that the well-being of young people cannot depend solely on schools or families. Instead, it requires the shared responsibility of government, communities, non-profit organisations, and society as a whole to create a nurturing environment filled with understanding and care. She noted that in the face of increasing social, economic, and psychological pressures, “counselling networks and helplines have become a light of hope for many young people in times of isolation and pain”, and called for continued cross-sector knowledge exchange, service innovation, and regional collaboration.

Minister Hannah Yeoh likewise stated that mental health has become one of the most serious yet most easily overlooked challenges faced by Malaysian youths. She said:

“Our goal is to build a society where every young person can access timely and effective psychological support. Through the participation, discussions, and collaboration fostered by this conference, I firmly believe that we are steadily moving towards this goal.”

The conference brought together participants from 12 countries, 20 international organisations, 27 local institutions, and more than 300 attendees. Under the theme “The Transformation of Helplines: Technology, Modalities and Ecosystem”, participants jointly explored innovative solutions such as AI applications and digital risk assessment.

More than an academic exchange, the conference also represented a collective commitment to action on mental health issues. The sharing during the conference was only the beginning. Moving forward, continued cross-border collaboration remains essential, particularly in the areas of suicide prevention and youth mental health promotion. Through this conference, Life Line Association Malaysia expressed its hope that every young person who is struggling will know: You are not alone. Your emotions deserve to be understood. Your life deserves to be protected.

Co-Building the SmartCounsel System: Making Helpline Services More Efficient, Professional, and Sustainable

SmartCounsel Focuses on Four Core Areas

- 01** Integrating nationwide hotline resources to enhance flexibility and safety in cross-state and nighttime support.
- 02** Strengthening high-risk case handling mechanisms through standardized processes, reducing volunteer burden and improving crisis response efficiency;
- 03** Improving case information management and follow-up efficiency, ensuring care continues without leaving anyone behind.
- 04** Establishing a data center and analytics platform to track trends, enabling more strategic and forward-looking mental health promotion and prevention efforts.



Smart Counsel MoU

Focus 02



On 7 May 2025, Life Line Association Malaysia signed a Memorandum of Understanding (MoU) with Agmo Studio Sdn Bhd and NKH Solution to jointly develop the "SmartCounsel" helpline and data system, advancing the Association's digital transformation towards greater efficiency, professionalism and sustainability.

This collaboration represents more than system development – it embodies the fusion of technology and humanity, enabling the Association to provide more stable and compassionate support to those in need.

The signing ceremony, held at the HGH Convention Centre Sentul in Kuala Lumpur, was witnessed by Datuk Eddie Heng Hong Chai, President of the Malaysian Chinese Language Council (MCLC) and Permanent Honorary President of the Association, underscoring society's commitment to strengthening mental health services.

In response to the continuous rise in help-seeking calls, as well as the challenges posed by the ageing helpline system – such as insufficient compatibility, unstable call recording and data storage, and difficulties in case tracking – the Association aims to build a more reliable technical foundation so that every call for help can be heard in time.

Following a year of development, testing and pilot operation, SmartCounsel is scheduled for full launch in April 2026, serving as a key pillar of the Association's 24-Hour Hotline Programme. By 2027, the Association plans to expand its volunteer team, supported by the system, to deliver safe, standardised and reliable round-the-clock psychological support.

Official Launch of 15995 Helpline

May 20, often affectionately known as "520" in Mandarin for its resemblance to the phrase "I love you," has taken on new meaning this year. On this day, Life Line Association Malaysia officially launched its new counselling hotline 15995, a number designed to make seeking help faster, easier, and more accessible.

In moments when support is most urgently needed, a complicated or difficult-to-remember phone number can often become an invisible barrier for those seeking help. To make access to support more timely and accessible, the Association has been committed to introducing a short, memorable five-digit hotline number, and officially launched 15995 on 20 May 2025 — a date widely associated with love and care.

Beyond its association with "I love you," this number also carries a deeper meaning in Chinese: "Love me, save me." More than just a number that is easier to remember and dial, it embodies Life Line Association Malaysia's mission and commitment to reaching out with timely support at critical moments.

Data from the launch on 20 May 2025 through the end of 2025 show that 18% of members of the public seeking help contacted the hotline via 15995. This reflects how the introduction of a shorter number has effectively lowered barriers to help-seeking and enabled more people in need to access support more quickly.

In relation to the new counselling hotline, 15995, the Association has specially prepared a set of charts to help the public clearly understand the call charges imposed by major telecommunications providers when contacting the hotline without subscribing to an Unlimited Plan.

15995

Focus 03



The charts also include a comparison of the charges for calling 03-4265 7995 for reference, so that members of the public may choose the most suitable calling option based on their own mobile service plans.

	15995	03-42657995
RedTone	RM0.05/min	RM0.10/min
Yes	RM0.09/min	FOC
Tunetalk	RM0.22/min	RM0.22/min
Unifi	RM0.30/min	RM0.30/min
Umobile	RM0.30/min	RM0.30/min
Digi	RM0.30/min	RM0.10/min
Celcom	RM0.30/min	RM0.10/min
XOX	RM0.80/min	FOC
Hotlink	RM1.00/min	RM0.30/min





24-Hour Helpline – 616

On February 5, 2025, Life Line Association Malaysia once again extended its helpline service hours. The public can now call the helpline from Monday to Saturday, 9:30 a.m. to 1:30 a.m. (a continuous 16 hours, referred to as “616”) to share their thoughts and seek support.

The extension includes the newly added service hours **from 10:30 p.m. to 1:30 a.m.**, which provide an important channel of emotional support for individuals who often experience loneliness at night, struggle with insomnia, or are facing anxiety and sudden psychological crises.

Since 2017, the Association has progressively implemented its service hour extension plan, with helpline operating hours expanding from **18 hours per week** at that time to the current

96 hours per week. In response to the growing societal demand for psychological support services, the Association plans to further extend its service hours again by **the end of 2026**. At that stage, members of the public will be able to call the helpline **from Monday to Saturday, 6:30 a.m. to 1:30 a.m.** — a continuous **19-hour service period**, referred to as “619”.

The long-term goal of the Association is to achieve a **24-hour hotline** service in the near future, so that individuals in need may receive timely support at any time of the day.

To accelerate the realisation of this 24-hour helpline service goal, the Association has specifically recruited **short-term contract counsellors and helpline operators** to ensure sufficient manpower support for the newly extended service hours.

	2015	2020	FEB 2025 ONWARDS	BEFORE 2026 ENDS (PLAN)
Helpline Hours	MON - FRI 7PM-10PM SAT 2PM-5PM	MORNING MON, TUE, THU, FRI 10am-12pm AFTERNOON MON - FRI: 2pm-4pm SAT: 2pm-5pm NIGHT MON - FRI: 6pm-10pm	MON - SAT 9.30am-1.30am ↓ ↓ 6 DAYS PER WEEK, 16 HOURS PER DAY	MON - SAT 9.30am-1.30am ↓ ↓ 6 DAYS PER WEEK, 16 HOURS PER DAY
Weekly Duration	18 Hours	35 Hours	96 Hours	114 Hours
No. of Volunteers	45	110	146	162
No. of Supervisors	10	23	25 (and 21 reserve supervisors)	32 (and 11 reserve supervisors)
No. of Help Seekers	1,236	2,584	4,665 (Data of 2024)	4,852 (Data of 2025)



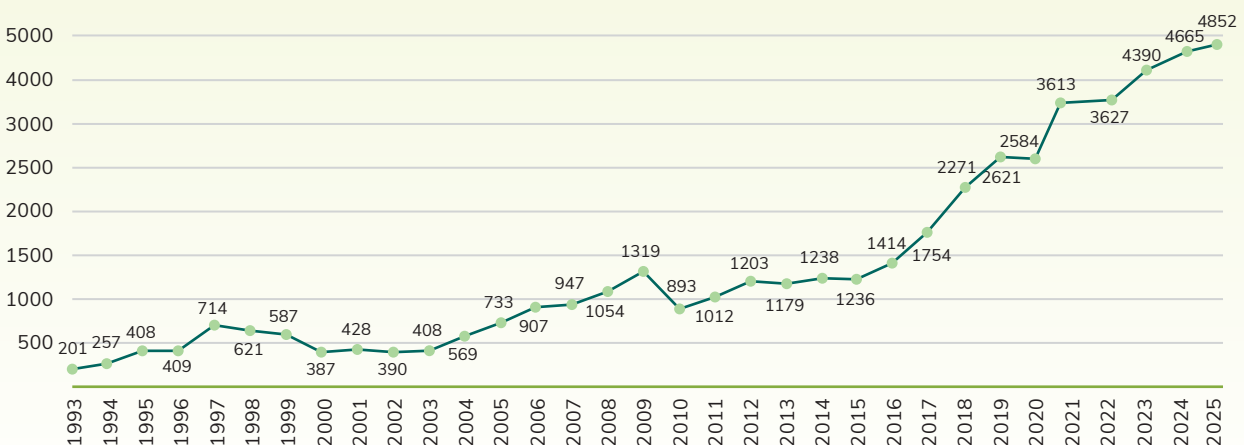
Helpline Service Data

Starting 5 February 2025, the Life Line Association Malaysia extended its helpline service hours to 16 hours daily. Subsequently, on 20 May, a new short and easy-to-remember counselling helpline number — 15995 — was officially launched, making it easier for the public to reach out for help when needed.

Following the extension of service hours and the introduction of the new helpline number, the number of help-seeking contacts increased once again.

Number of Counselling Sessions Provided over the Years

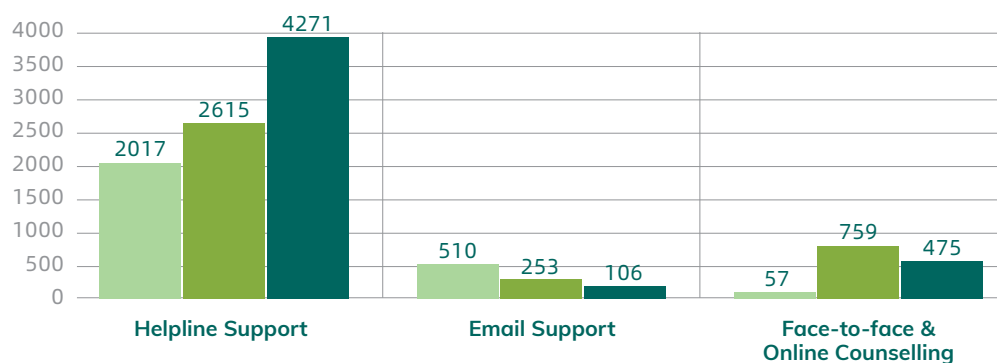
To date, the Counselling Group has provided **close to 49,000 instances of emotional support** via telephone, accompanying callers through some of the most difficult and distressing moments in their lives, and offering support and hope at critical times.





Modes of Counselling Services in the Past 5 Years

2020
2022
2025

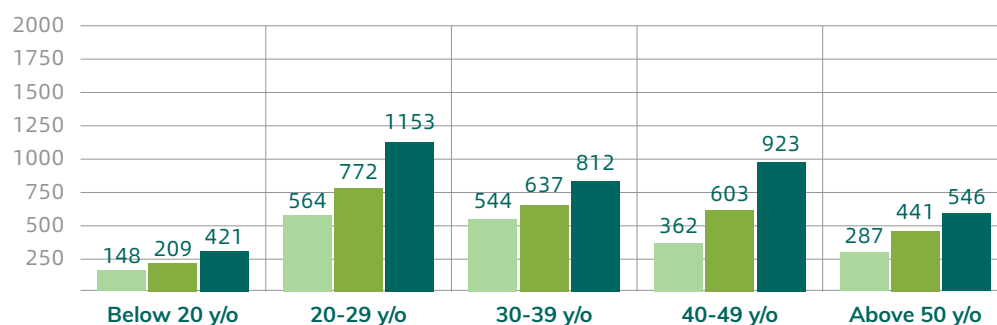


With the launch of the “616” extended service hours initiative and the 15995 new helpline programme in 2025, the number of telephone counselling services provided by Life Line Association Malaysia increased by approximately 9% compared to 2024.

In contrast, email counselling and face-to-face counselling decreased by 39% and 12% respectively. Some help-seekers shared that telephone counselling offers more immediate responses and real-time emotional support, allowing them to receive timely relief and reassurance during moments of emotional distress.

Age Distribution of Help Seekers in the Past 5 Years

2020
2022
2025



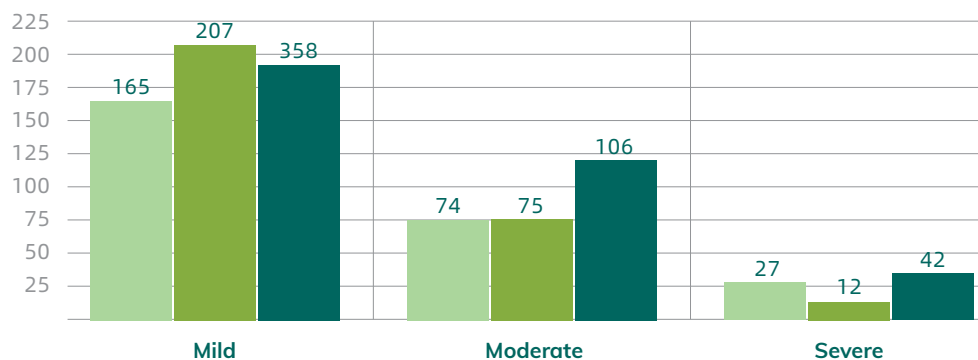
Based on recent data trends, the most significant increase was observed among callers aged **below 20**, which rose by 41%.

This trend may reflect a growing awareness of mental health issues among younger generations. In addition to

communicating through messaging platforms and other online channels, more young people are also becoming willing to actively reach out via helpline calls to seek immediate emotional support when needed.

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

2020
2022
2025



In 2025, data from Life Line Association Malaysia showed a significant increase in callers experiencing **mild suicidal ideation**, rising to 85%.

This may indicate that individuals facing emotional difficulties are more willing to seek help earlier, rather than coping with distress alone. As a result, counsellors are able to provide timely emotional support and intervention.

At the same time, the number of callers experiencing **severe suicidal ideation** increased by 24%.

Cases involving suicidal ideation accounted for 10% of all counselling services in 2025, representing a 3-percentage-point increase from 7% in the previous year. This suggests that the demand for support among higher-risk individuals continues to grow.



Fee-based Counselling Service

95 Face-to-Face Sessions

Individual Counselling,
Couples Counselling,



Since July 2024, Life Line Association Malaysia has also introduced paid counselling services to provide deeper and more sustained professional support.

In 2025, a total of **95 face-to-face** sessions were conducted, covering both **individual counselling** and **couples counselling**, offering additional support for those seeking more structured therapeutic assistance.



Internal Counselling Training

The Path of Helping Others is one that requires continuous self-growth, enabling us to more steadily meet the needs of others. Guided by this belief, the counselling Team organised 40 internal trainings and activities in 2025, offering volunteers of varying experience levels rich and abundant opportunities for learning and growth.

Annual fellowship gatherings remain indispensable warm moments. In 2025, three were held: Early in the year, volunteers gathered outdoors at Bukit Jalil Park, recharging body and mind through exercise; Mid-year, they visited and unveiled the mystery of Hospital Bahagia, gaining insight into the daily operations of a facility dedicated to mental illness treatment; At year's end, the season concluded with a joyful Christmas party, where laughter and warmth strengthened bonds of care and support.

In terms of counselling skills, 2025 featured a special training by Teacher Benson Lim on the Application of Three-Phase Effective Counselling Model Training, enhancing volunteers' effectiveness and confidence in handling cases. Meanwhile, senior volunteers also received enhancing training: in addition to the Mentor training programme, this year also launched the Third batch of Supervisor Trainee training Programme, preparing them to gradually grow into future supervisors capable of guiding new volunteers and to lead the team. This not only ensures the transmission of counselling experience but also allows the spirit of Lifeline to continue across generations of volunteers.

With the rising number of calls from teenagers, the Counselling Team invited Dr. Huang Yung-Jui, President of the Taiwan Sexology Association, to deliver training on contemporary adolescent sexual issues. This equipped volunteers with deeper understanding of youth sexual development and health, enabling them to better support teenage callers with sensitivity and care.

Moreover, the counseling volunteers embarked on their own journey of life education through Xiao En's guided tour. From the Xiao En Memorial Park to the Xiao En Centre, culminating in a deep reflection on 'Living Toward Death,' the day's immersion taught them a profound lesson: only by first gently cradling one's own soul can one more capaciously hold the lives of others.

Specialized Internal Training Programme

Three-Phase Effective Counselling Model & Practicum (Elementary Level)	111 Volunteers
Three-Phase Effective Counselling Model & Practicum (Advanced Level)	60 Volunteers
Visited and Unveiled the Mystery of Hospital Bahagia	39 Volunteers
Training on Contemporary Adolescent Sexual Issues	135 Volunteers
Mentor Training Programme	40 Volunteers
Mentor Encounter Group Session	41 Volunteers
Third Batch of Supervisor Trainee Training Programme	33 Senior Volunteers
Third Batch of Supervisor Trainee Assistant Training Programme	18 Supervisors
Xiao En's Guided Programme	19 Volunteers

95 Life Awareness Month

Took the Public on a Journey Through the “Corridor of Life”

During the 2025 “95 Life Awareness Month”, and in conjunction with the 18th Asia-Pacific Telephone Counselling Conference (APTCC) hosted by the association, Life Line Association Malaysia organised a two-day public event titled “95 Carnival – The Corridor of Life” from 6 to 7 September 2025 at Sunway Resort Hotel, Selangor.

This event moved beyond the previous format of talks and sharing sessions. Planned collaboratively by volunteers from different Life Line volunteer teams, it was built around the core concept of the life journey and featured a series of immersive experiential activities. Participants were guided through different stages of life—childhood, adolescence, adulthood, and elderly.

Through dive-in and experiential activities, participants were able to look back on the path they had travelled, become more aware of their present self, and relearn how to care for themselves and love themselves more gently. No matter which stage of life they were in, each participant was able to find a sense of resonance and strength along this “Corridor of Life.”



Together, the event invited participants to journey through time and come to understand themselves more deeply.

Station 1 Childhood

At the Childhood Station, volunteers used a variety of playful games to lead participants back to the innocence of childhood memories.

Through laughter and interaction, the activities awakened a sense of simple joy that had never truly disappeared, reminding participants to hold on to a childlike heart even amid the busyness of life's journey.

Station 2 Adolescence

Adolescence can be like ever-changing weather, carrying many emotions that are difficult to put into words.

At this station, participants created their own “Emotion Bottle,” gently placing their inner thoughts and emotions into it. In doing so, feelings that had remained unspoken were given a chance to be seen and received.

Station 3 Adulthood

As people enter adulthood, we often put away our true emotions in order to respond to society's expectations of “maturity.”

Yet growing up also teaches us that every person has multiple dimensions. Volunteers prepared symbolic “faces” representing different emotions and roles, allowing participants to see that adults can be both resilient and vulnerable, gentle and strong at the same time. These apparently contradictory emotions and dimensions do not need to be rejected; they can be held together and allowed to coexist.

Station 4 Elderly

Life is a gentle arrival. As people move into the later stage of life, they also learn to gracefully let go of what they once held tightly.

At this station, participants reflected on the “Five Expressions”—gratitude, love, apology, forgiveness, and farewell—as lights for the heart, illuminating the words that may never have been spoken: “thank you,” “I love you,” “I am sorry,” “I forgive you,” and the final “goodbye.”

“95 Carnival – The Corridor of Life” was not only an event, but also a journey of companionship and awareness. It allowed every person who entered it to draw closer to their own life story and to gently embrace each stage of life with greater understanding and compassion.





95 Youth Ambassadors

The "Caring for Youth Sorrows" programme has entered its third year since launched in 2023, continuing its commitment to supporting adolescents' emotional well-being and holistic development. The programme aims to nurture a supportive and caring culture within schools. Through systematic training and experiential learning, it guides young people to better understand themselves, care for others, and develop healthy interpersonal relationships.

In 2025, 29 secondary school students participated in the 95 Youth Ambassador Training held in CETC (Life Line Counselling Education Development and Training Centre). The training was conducted over six days, with a total of 30 hours. The programme was divided into two main components: "Self-Help" and "Helping Others."

During the "Self-Help" phase, participants engaged in self-reflection and awareness exercises to gain a deeper understanding of their own psychological states. They learned to identify personal blind spots, regulate emotions, and strengthen psychological resilience, empathy, and sensitivity—laying the foundation for becoming stable and supportive companions to others. In the "Helping Others" phase, participants were introduced to fundamental counselling skills and active listening techniques. They learned about the meaning and boundaries of providing peers support, and practised responding appropriately when peers experience emotional distress. What they learned was not merely how to speak, but how to become a calm yet reliable "companion" in moments that matter, while also knowing when and how to guide friends toward appropriate sources of help.

Through training sessions and group practices, the youth ambassadors demonstrated meaningful growth in self-awareness and emotional management, and gradually developed a clearer sense of their role and responsibility in helping others. Life Line hopes that in their future school lives, these youth ambassadors will become a positive influences and serve as gentle yet steadfast sources of support among their peers.



Caring Together, Growing Together

In 2025, the Social Care Group continued its outreach to House Of Joy and Shelter Home in Klang, organising a series of experiential activities centred on the theme of "Teamwork" every two to three months. Accompanied by 20 Social Care Group volunteers, the children participated in interactive sessions designed to help them understand their DISC personality traits. Through a variety of group activities, they learned about team formation, managing crises and conflicts, as well as basic event planning and presentation skills. These activities helped the children gain a clearer understanding of the roles they often assume within a group while strengthening their adaptability and planning abilities. Across eight service sessions held this year, a total of 108 participations were recorded.

On 24 August 2025, the Social Care Group was once again invited to conduct a "Leadership Camp" for SJK (C) Kung Min, Kuala Lumpur. A total of 43 students took part in the programme, which was facilitated by 8 Social Care Group volunteers. The camp was themed around the four character traits featured in the story of Ne Zha, integrated with the DISC personality framework. Through experiential learning activities, participants explored and discovered their own personality strengths.



In terms of volunteer development, the Social Care Group officially launched its 13th New Volunteer Training Programme on 2 March 2025. After completing a structured training process consisting of three stages over ten months, eight new volunteers successfully passed the assessment and officially joined the Social Care Group family. Their addition brings renewed energy and plays an important role in the continued expansion of the group's services.

On 27 April 2025, the Social Care Group invited Mr. Ng Jun Jie, an instructor from St. John Ambulance, to conduct an internal First Aid training session for volunteers. For volunteers who regularly participate in outreach services, acquiring first aid knowledge is essential. This training helps minimise potential risks during service activities and strengthens volunteers' safety awareness.



Looking ahead to the coming year, the Social Care Group will continue expanding its outreach to children's homes. Through carefully designed camps and experiential learning activities, the group aims to help children develop greater self-awareness while learning to respect both personal and interpersonal boundaries. These efforts contribute to building a strong foundation for healthy emotional and psychological development.

Play Therapy

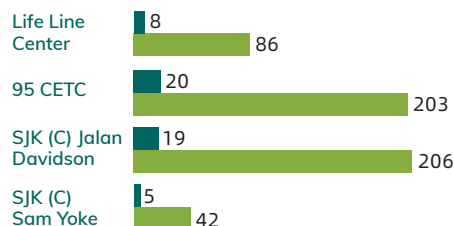
Since 2015, Life Line Association Malaysia has been providing one-on-one Play Therapy services to support children who experience difficulties in expressing themselves verbally, enabling them to communicate their emotions and inner experiences through therapeutic play. In 2025, a total of 27 trained volunteers delivered 537 play therapy sessions to 52 children. Services were conducted at SJK (C) Jalan Davidson, SJK (C) Sam Yoke, Life Line

Association Malaysia Counselling Education Development and Training Centre (CETC), as well as at the premises of the Life Line Association Malaysia.

Statistics of Play Therapy Services in 2025

No. of Children

No. of Sessions



Play Therapy in Schools: Accompanying Teachers to Understand Every Child



In July 2025, Lifeline Play Therapy Group Volunteer, teacher Ong Lian Bing went into the school, conducted two sessions of dialogue and sharing for teachers, each filled with awareness and meaningful connection.

At SJK(C) Sam Yoke, she delivered a talk titled Beyond Play: A Window to the Child. Through a lively and engaging presentation, she guided teachers to rediscover the significance of play and to better understand the emotions and inner needs that children express through it. In the same month, she also conducted a sharing session on Emotional Management for Teachers at SJK(C) Jalan Davidson, gently guiding teachers to reflect on their own emotional experiences and learn strategies for self-care amidst the demands and pressures of their profession.

Both sessions helped teachers develop a deeper understanding of students' emotional worlds, while also reminding them of the importance of caring for their own well-being before supporting the children in their care.

Continuing this commitment to the well-being of the school community, the Play Therapy Team signed a one-year Memorandum of Understanding with SJK (C) Perempuan Klang in November 2025. Beginning in 2026, approximately four volunteers will regularly conduct play therapy sessions at the school, providing students with companionship and emotional support. Through being heard, understood, and seen, the children are empowered to develop resilience and self-healing capacity as they grow. From supporting teachers to students, and from educational talks to sustained services, the Play Therapy Team will continue its engagement with schools, fostering greater understanding and connection between students and educators.



Together, We Achieve Greatness



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

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

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



Volunteer Appreciation Banquet

On 7 September 2025, the annual Volunteers Appreciation Banquet of the Life Line Association of Malaysia was successfully and warmly held at HGH Convention Center, made possible through the generous sponsorship of Datuk Weng Hong Chai.

This year's banquet was attended not only by Life Line Association of Malaysia volunteers and their family members, but also by several distinguished guests. Among them were the wife and daughter of the late Wu Xin An, a volunteer from Taiwan Kaohsiung and former advisor to Taiwan Lifeline International. In addition, Life Line Association Malaysia also invited its former presidents to attend the event as a gesture of appreciation and to witness the successful hosting of the international conference.

As the name suggests, the Volunteers Appreciation Banquet is dedicated to honouring every selfless contribution made by volunteers. This year, a Lifetime Achievement Award was specially presented to two distinguished individuals: the late Wu Xing An from Taiwan, and Mary Parsissons, the pioneering president of the International Lifeline movement. Their lifelong dedication and service have left a profound impact on the Lifeline community. In this vast world, volunteers quietly serve as sources of warmth and light. The Life Line Association of Malaysia firmly believes that on the journey of helping others, "small lights gather to become a galaxy."



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

奉献传承 感恩之夜

Legacy Recognition Night

07/09/2025 | 19:00

Dedication Award Winners

Becoming a volunteer has never been an easy task. We need to cultivate a sense of balance and composure between our personal lives, family responsibilities, and work, while continuing to learn and equip ourselves. Sustaining volunteer service over many years is even more challenging. In 2025, the Life Line Association of Malaysia welcomed its first volunteer to receive the 30-Year Perseverance and Dedication Award, marking an important milestone in the association's history.

For this reason, the association established the Perseverance and Dedication Award to honour volunteers who have dedicated 5, 10, or even more years of service. Through their steadfast commitment, these volunteers have not only served the community but have also accumulated invaluable experience over time, becoming one of the most precious assets of the Life Line Association of Malaysia.

5 Years

Perseverance and Dedication Award Recipients



Counselling Group

Tan Boon Heng



Play Therapy Group

Wong Yoke Ling,
Ang Wei Meng



Social Care Group

Kelly Tong Kai Yi,
Lee Mag May

Kelly Tong Kai Yi : Five years is neither too long nor too short, yet it is enough to transform a person. I once thought I was serving the children, but in truth, I was shaping and strengthening myself. In accompanying others, I also found healing for my own childhood. This persistence is both an act of service and a journey of growth.

Lee Mag May: During five years of service in the Social Care Group, I initially just wanted to do something for children. Yet along the way, the process slowly shaped me. From facilitating activities to coordinating teams and navigating different opinions, I learned to become more patient and more genuine in expressing myself. Care is not a one-way act of giving; it is about growing together through companionship. Thank you to every partner along the way—you made this journey warm and meaningful.

Wong Yoke Ling: Five years in play therapy service has been deeply touching. Every child, regardless of their circumstances, deserves to be treated with gentleness. Play therapy provides a wonderful experience for children—through toys, they express their emotions and communicate what words cannot. It allows their inner feelings to be safely released. Consistent and stable companionship helps children regain their sense of security. Being a play therapy volunteer is truly my greatest blessing.



10 Years

Perseverance and Dedication Award Recipients



Counselling Group

Tan Peik Khoon, Hee Sze Yun,
Yeo Yan Hoon, Fong Chai Ling,
Chua Chee Heng



Public Awareness Group

Tan Hoon Kian, Wong Su Zane,
Lai Mei Fong, Ong Lian Bing



Play Therapy Group

Yee Yeng Yeng

Tan Hoon Kian: Ten years of service has been a journey filled with warmth and meaningful moments. In every talk and workshop, seeing sincere smiles from participants reminds me of the value of looking out for one another in life. I am grateful for the encounters, trust, and support along the way. Carrying this warmth forward, I hope to continue bringing small lights of hope to society while staying true to my original intention.

Lai Mei Fong: Over the past ten years in the Public Awareness Group, I participated in the "I Hear You" outreach talks, visiting many primary and secondary schools to share knowledge on sexuality education, self-care, emotional management, and bullying prevention. One of my personal breakthroughs was delivering these talks in Malay at national schools. Although it required much preparation to overcome language limitations, the positive joyful responses from students made every effort worthwhile.

Wong Su Zane: Last year I received the 25-Year Perseverance and Dedication Award from the Counselling Group, and this year marks the first ten-year milestone with the Public Awareness Group. Awards themselves have become less significant. Without the companionship of Life Line partners, I could never have walked this far alone. What moved me most during the ceremony was not the trophies, but seeing fellow volunteers who have served for 20 or even 30 years—and realising that the volunteers I once mentored have now also reached their tenth year of service. Behind these numbers are countless nights of dedication and the understanding and support of our families. Life Line is truly a special place. It allows us to contribute to society in different ways. Volunteering is no longer a task, but a meaningful and natural way of life. May Life Line continue to flourish, and may the light in our eyes never fade.

Yee Yeng Yeng:

Ten years of play therapy service has deeply moved me. I have accompanied countless children who felt lost or hurt, listened to many parents struggling with the challenges of parenting, and heard teachers share the burdens they carry. Everyone is striving in their own roles, yet each holds their own stories of hardship. Through this journey, I explored together with children and parents the path toward rebuilding trust, hope, and the beauty of human connection. May each moment of sincere companionship leave strength and light in the lives of all of us. Let us continue to live well, grow, and move forward, embracing both love and the experience of being loved.

Fong Chai Ling: Over these ten years, there were moments of doubt, lack of confidence, and even periods of stagnation. From being a trainee to a volunteer, then a trainer and now a counselling supervisor, my roles have changed and the responsibilities have grown heavier. Yet I am grateful that my original intention has never changed. This journey was never about proving to others that I could succeed—it was about proving to myself that my original choice was the right one.

**12 Years**

Perseverance and Dedication Award Award Recipients



Counselling Group

Ong Tong Foon

15 Years

Perseverance and Dedication Award Award Recipients



Counselling Group

Ong Tong Foon, Ong Cheng Leng, Ong Cheng Mooi

Ong Tong Foon: Time flies, and before we realised it, we have served for twenty years. This journey has not been easy, but it has been deeply rewarding. Every act of giving is also a process of learning. The three of us are especially grateful to Life Line for providing a platform where we could contribute our strengths. We also thank our fellow volunteers who walked alongside us—your mutual support has given us the strength to persevere.

**12 Years**

Perseverance and Dedication Award Award Recipients



Public Awareness Group

Ooi Gaik Ean

Ooi Gaik Ean: Fifteen years of walking alongside love, witnessing growth.

In the blink of an eye, I have served at the counselling center for fifteen years. From an enthusiastic counselling volunteer to later becoming a lecturer and eventually a board member, my roles have changed but my original aspiration has never wavered. Over the years, what I find most unforgettable are the art and life enrichment camps, as well as the many talks and activities where lives touched other lives. That profound impact continues to inspire me to stay committed. Being a volunteer is not a sacrifice; rather it is a warm journey of learning and personal cultivation. I am grateful to every fellow volunteer who has walked alongside me. Every effort and contribution has enriched the story of my life. In the next five or ten years, may we continue to shine and serve together.

**30 Years**

Perseverance and Dedication Award Award Recipients



Counselling Group

Teoh Kheng Hong

Teoh Kheng Hong: For thirty years, I have remained on the frontline—serving as a counselling volunteer and having served across ten terms as a committee member.

Through storms and challenges, many mixed emotions intermingled have passed.

Above all, I am deeply grateful to my wife, who quietly supported our family and children, allowing me to serve without worry.

Having listened to countless stories, I have learned the power of silent companionship.

Counselling is not about saving the world; it is simply about guarding that single line—so that no one falls beyond it, and everyone has a space to speak and breathe.

May every drifting soul find a shore to rest upon.



Government

In October 2025, four senior volunteers from Life Line Association participated in the Fiesta Rakan Muda event held at MyTOWN Shopping Centre, Kuala Lumpur, bringing psychological care services into a public space where young people gather. Through the use of a structured card-based tool and three guided questions, volunteers helped participants identify and express the pressures and challenges they had recently been facing. They were also encouraged to reflect on possible ways to cope with these difficulties, naturally integrating mental health awareness into an interpersonal experience.



During the event, nearly 30 youths engaged in guided conversations with the volunteers to explore issues they were facing in their daily lives. The volunteers applied professional counselling techniques such as active listening, empathetic responses, and emotional reflection, creating a safe space for participants to express their thoughts and feelings. This process not only allowed emotions to be acknowledged and released appropriately, but also helped young people develop greater self-awareness and understanding of emotional management.

This event marked Life Line Association's first participation in the Rakan Muda programme. Organised by the Ministry of Youth and Sports, the event primarily attracted youths from various ethnic backgrounds. This cross-cultural collaboration allowed Life Line Association to connect with young people from different communities while expanding the reach of its mental health advocacy. More importantly, it helped raise awareness among participants about the availability and importance of emotional support resources, and introduced them to the work and mission of Life Line Association.

Government

Allies 02



Cross-Cultural Services

Life Line Association Malaysia has long been engaging with national secondary schools to promote mental health education. The Association is committed to ensuring that students from diverse backgrounds have access to accurate mental health knowledge, while enhancing their awareness and understanding of emotions and psychological well-being. Through sustained school-based initiatives, Life Line Association Malaysia brings mental health education into multicultural learning environments and promotes a more inclusive culture of care.

In 2025, Life Line Association Malaysia conducted a Stress Management Talk at SMK Sri Sentosa, sharing practical stress-relief methods and self-regulation skills with students from different communities. The session helped students develop healthier coping mechanisms in facing academic and daily life challenges. Such programmes not only disseminate knowledge but also strengthen students' awareness of available mental health resources.

In the same year, Life Line Association Malaysia's Vice President, Wong Su Zane, was invited as one of the speakers at the National Academic Forum on Mental Health and Emotional Resilience in School organised by TAR UMT. This participation reflects Life Line's professional engagement in the field of school mental health and its collaboration with the academic community in advancing mental health dialogue.

The forum was conducted primarily in English, brought together representatives from the education and mental health sectors. Key discussions focused on strengthening school counselling systems and enhancing teachers' ability to provide emotional support, improving digital safety and cyber wellness in response to emerging risks such as deepfake technology, and strengthening school psychological safety through cross-sector governance, policy frameworks, and community collaboration. Life Line Association's participation further increases the visibility of civil society organisations in policy and practice discussions.

During the forum, Wong Su Zane shared that Life Line Association Malaysia organises the 95 Youth Ambassador Programme annually to train secondary school students to provide frontline peer support through listening skills and referral ability. When school crises occur, Life Line has also been invited to conduct group crisis intervention sessions for students or teachers. These efforts represent the ways Life

Cross-Cultural Services

Allies 03



Line, as a Non-Governmental Organisation, contributes to mitigating the impact of crises within school communities.

She also highlighted that addressing school crises in Malaysia requires a multi-sectoral support approach, where relevant agencies work collaboratively to provide stronger safety nets and support systems for schools.

In addition, Life Line Association Malaysia also participated in the Hari Komuniti organised by SJKT Taman PJS 1. Through an exhibition booth, Life Line introduced its services and help-seeking resources to non-Chinese students and community members, raising awareness and understanding of mental health. Such community engagement helps reduce the stigma associated with help-seeking and ensures that individuals in need are aware that support is accessible.

These cross-ethnic and cross-sector collaborations and outreach initiatives reflect Life Line Association Malaysia's continued commitment to promoting the wider dissemination and accessibility of mental health awareness. Life Line also further expands the reach and impact of mental health education within a multicultural society.





School

In 2025, Life Line Association continued to promote mental health education in educational institutions by conducting themed seminars at multiple schools, providing essential psychological and developmental support for primary and secondary students. The seminar topics were closely aligned with the developmental needs of adolescents, covering emotional health awareness, stress management, career exploration, and sexual harassment prevention, assisting students in cultivating self-awareness and self-protection strategies.

A total of 12 school seminars were conducted throughout the year, reaching Chinese Primary Schools, Chinese Independent High Schools and National-Type Secondary Schools (SMJK), with a cumulative service

duration of 19 hours and benefiting 5,309 students. Through systematic and life-oriented content design, students not only gained knowledge but also enhanced their coping mechanisms for managing emotions and life challenges.

The 2025 school seminars primarily covered the Klang Valley region while extending to schools in Northern Malaysia. This further expanded the accessibility of mental health education, providing more adolescents with the opportunity to access accurate mental health concepts and support resources.

These efforts reflect Life Line Association's ongoing commitment to promoting preventative mental health education, laying a stronger foundation for a healthier environment for adolescent growth.

**Talks in
2024**

12
Sessions

19
Hours

5309
Participants



On 10 February 2025, 11 students and one of the school counsellors from the Malaysia Institute of Art (MIA) visited us to participate in a sharing session titled "Understanding Life Line and Suicide Issues." The session was facilitated by Life Line staff members Vivien Gan Ching Wen and Lily Ngoy Jye Ing.

Through an introduction to Life Line's philosophy and services, as well as discussions on warning signs of suicide and common misconceptions surrounding the topic, participants gained a more objective and informed understanding of suicide-related issues. They also learned the importance of first grounding themselves emotionally before offering care and support to individuals in need, enabling them to respond with greater awareness, compassion, and responsibility.



Social Welfare Agencies

In 2025, the community service team continued to take part in blood donation campaigns and visited the Tong Sim Senior Citizens Care Centre to carry out outreach services.

Statistics of Community Service in 2025

5 Old Folks' Home Cleaning **93** Participants

16 Blood Donation Campaigns **1679** Registrations,
1288 Blood Packs Collected





Celebrities & Media

In 2025, Life Line Association Malaysia was featured in 47 media interviews across a wide range of platforms, including radio, television, magazines, digital media, and newspapers. These engagements helped transform "mental health" from a daunting concept into an accessible part of daily conversation. These sessions provided a vital space to discuss critical topics such as intimate relationships, marital communication, family dynamics, adolescent stress, and school bullying. The dialogue further addressed emotional well-being, depression, crisis intervention, and suicide prevention, while extending to specialised areas like sex education, support for caregivers, and the emerging challenges of career anxiety in the age of AI.

We extend our deepest gratitude to the various newspapers, digital outlets, online TV stations, and other media partners for their invitations. Their support

allowed our speakers to bring messages of psychological support and mental health awareness to more cities and communities. Whether someone listened via radio during a busy commute, tuned into a Facebook Live stream at night, or read a feature article, these stories led many to a profound realisation: seeking help is a courageous choice, and no one has to face their struggles alone.

Life Line Association will continue to engage with the public through voice, text, and heart-centred outreach. We believe that as society grows in understanding, loneliness will diminish. When the act of "speaking up" becomes easier, more stories will find the opportunity for a new beginning.

47 Media Interviews, Amplifying the Impact of Mental Health Advocacy



Bloom & Heal Podcast



95 Ambassador – Yeo Yann Yann Golden Horse Best Actress



We are profoundly grateful to Yeo Yann Yann for her trust in Life Line Association. To us, her role is not merely a title of honour, but a gentle yet firm entrustment—a constant reminder to ensure our helpline and companionship remain stable, professional, and deeply heartfelt. Our goal is to ensure that every caller is truly heard and safely supported.

Thank you for using your influence as a public figure to destigmatise "seeking help," for being a beacon of hope for the vulnerable, and for providing those who are struggling with a greater chance to be understood and accompanied. By standing with us, you are not only speaking for Life Line, but also giving a voice to those who have yet to find theirs.

Because of your support, we have the strength to remain steadfast—safeguarding our helpline, protecting hope, and supporting every individual who is willing to walk toward tomorrow.



International Exchange & Partnership



Appointment as a Board Member of Lifeline International

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



Text-Based Counseling Training

In 2025, Life Line Association Malaysia participated in a text-based counseling training program hosted by Life Line International Taiwan, coordinated by our advisor, Mr. See Soon Eng.

The training equipped our volunteers with practical skills in youth mental health support, active listening, suicide risk assessment, self-harm intervention, and digital communication. Through online

simulations and practical exercises, volunteers learned how to provide safe and supportive companionship through real-time text responses.

This training marks an important step in preparing Life Line Malaysia for future digital counseling services.



樹德科技大學
SHU-TE UNIVERSITY

Faculty and Students from Shu-Te University Department of Social Work Visit Life Line Association



On August 25, 2025, a delegation of faculty and students from the Department of Social Work at Shu-Te University visited the Life Line Association. The visit was led by Dr. Chen Yu-Chia, Honorary President of Taiwan Lifeline International, and Dr. Hsu Kuo-Ching, Department Head at Shu-Te University. This exchange provided the visitors with deep insights into Life Line's service philosophy, core mission, and operational models, while fostering

meaningful dialogue on mental health issues.

The meeting also served as a platform to explore future synergies, including student internship placements and joint community initiatives. This visit has significantly strengthened the bond between the two institutions, laying a solid foundation for future collaboration in advancing mental health education and social services.



18th Asia-Pacific Telephone Counselling Conference (APTCC)

From 5 to 7 September 2025, Life Line Association Malaysia hosted the 18th Asia Pacific Telephone Counselling International Conference at Sunway Resort Hotel.

With the theme "The Transformation of Helplines Technology, Modalities & Ecosystem," the conference brought together 15 experts and scholars from

various countries to discuss key topics such as the transformation of hotline services, the application of technology, and youth mental health, promoting psychological support services towards a new era.



Strengthening Financial Governance with the Support of Cheng & Co, our Financial Advisory Partner

Over the years, Life Line Association has been deeply grateful for the continued trust and generous support from the public. The Association has also received recognition from the government, allowing donors to enjoy the relevant tax exemptions for their contributions. This support not only affirms our mission and work, but also provides a strong foundation for our ongoing efforts to safeguard lives and offer psychological support to those in need.

As the Association continues to grow, and with the official implementation of the e-Invoice system introducing new compliance requirements, we are also facing higher professional standards in financial management and governance. In response, it has become increasingly important for us to strengthen our financial planning, compliance practices, and transparency through the guidance of professional expertise, ensuring that every donation entrusted to us is managed responsibly and used effectively.

Through the recommendation of our Board members, the Association had the opportunity this year to

connect with Cheng & Co, a well-established international accounting firm with an excellent reputation. We are pleased to have officially appointed Cheng & Co as the Association's financial advisor.

Cheng & Co is committed to providing comprehensive one-stop professional services, including audit, taxation, corporate secretarial services, business outsourcing, and financial advisory. The firm has long supported both listed companies and small-to-medium enterprises with reliable and professional expertise.

With the support of our professional advisors, the Association looks forward to further strengthening our financial governance and operational efficiency. This will help ensure that every contribution from the public generates even greater impact, allowing us to support more individuals in need while continuing to uphold our core mission: "Helping Others; Personal Growth."



Main Sponsors



Oh Siang Hwa

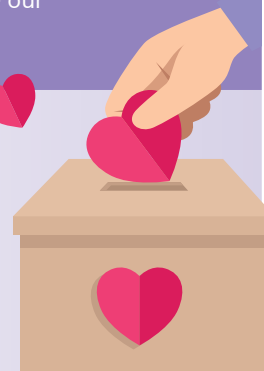
Karen Leong Kam Leng

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

Be our
"95 Angel"

Goal for Recurring Donations

1,795 Sponsor $\times$ Close To RM 660,000
Per Month RM 30 Per Year RM 365 RM1 Per Day
(Annual Expenses for Life Line)



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

Be a Fundraiser, Make the Call to Protect Lives!

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

Start Your Fundraising Campaign in 3 Simple Steps

01

Create your campaign page on Life Line's website



02

Set Your Goal

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



03

Share your campaign link with family and friends

