



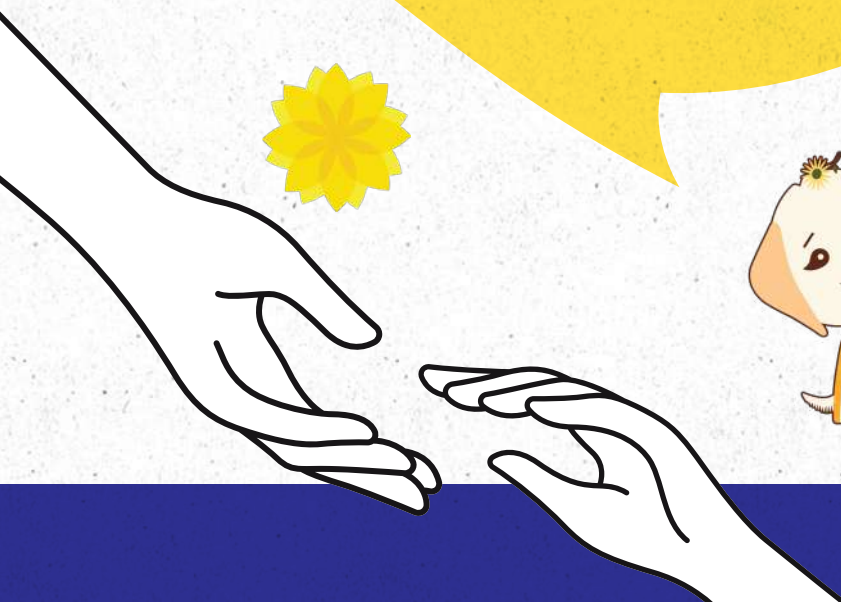
马来西亚生命线协会 (PPM 009 14 08041993)
Life Line Association Malaysia
Persatuan Life Line Malaysia

2022年报 | ANNUAL REVIEW 2022



一 同 守 护 生 命

让 世 界
更 美 好



我
们
都
在

"WE ARE
HERE"



www.lifeline.org.my



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



助人理念

我们的目标

一同守护生命，让世界更美好

我们的愿景

提供多元包容的服务平台，以生命影响生命的方式，迈向零自杀

我们的核心价值

• 帮助别人

无私奉献，营造身心健康的社会

• 成长自己

从个体、团体到社会，都体现持续学习的精神，培育身心健康的新生代

我们的使命

- 我们以人为本，互相扶持，互相学习，在奉献中发掘和展现生命的意义
- 我们积极推广“95精神”，提升大众自救能力，提高求救意识
- 我们与时俱进，确保持续成长，为社会提供符合专业伦理的服务
- 我们遵循规范，有效使用大众捐款，达到最大的社会效益
- 我们珍惜理事、义工与职员的贡献，定期审视与照顾彼此的身心需求
- 我们维护生命线这个助人平台，共同落实助人愿景与目标



目录

助人团队

3 – 6页

第13届理事会阵容
会长 / 秘书长 / 财政献词
义工与行政团队

年度焦点

7 – 13页

生命线95推广中心开幕月 / 关爱少年愁
95生命自觉月 · 霸凌篇 / 95 e-Learning
阿9阿5 / 疫后助人团队扩充

95 · 自救求救

14 – 18页

求救 – 延长辅导时间 / 游戏治疗全面恢复
自救 – 青少年关怀 / 教育与醒觉
社会福利 / 义工内部培训

携手共进

19 – 27页

国际生命线 / 政府与辅导机构
媒体与艺人 / 企业 / 跨族群团体
坚毅奉献奖得主 / 赞助者

顾问阵容：施顺荣、张福泉、卢水清、钟琍玟

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2020-2023年度

第13届理事会阵容

3

永久名誉会长



**丹斯里拿督
郑福成局绅**

Bina Puri
Holdings Bhd
集团董事经理



高桂莲

Kendek
Products
Sdn Bhd
董事



**丹斯里拿督
邱财加**

Brem Holdings
Bhd
董事经理



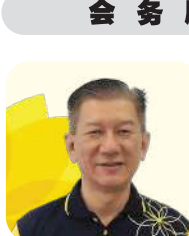
**丹斯里拿督
邱汉光博士**

富贵集团
创办人兼
集团董事经理



陈培心

Hans Advisory
Trust Co Ltd
特许会计师



会 务 顾 问

张成市

Poh Hing Li
Marketing
Sdn Bhd
董事



**拿督
李德木**



苏意琴

Nesh Marketing
Sdn Bhd
董事经理



**拿督斯里
陈正财博士**

Santa Mauser
Malaysia
Sdn Bhd
总执行长



**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**



**财政
钟琍玟**



**副财政
王妍嫻**



**理事
黄玉燕**



**理事
许佩慈**



**理事
苏万安**



**理事
张庆锋**



**理事
陈秋香**



**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**



**理事
陈汉梅**



时光荏苒，第十三届理事会即将在2023年完成近三年的职务。

我们在疫情期间接下这份任务，面对层层挑战，我们都无所畏惧的一面面对；当初定下的三大努力方向，也逐一落实。其一，提升生命线协会于大众的知名度，不仅让民众可以及时找到求助资源，也让我们结识更多资源，共同为社会服务。于是，我们首度推出《95生命自觉月》，在新成立的“生命线95推广中心”举办各社区和专业课程，以及开办 95 e-Learning 线上学习平台。



第二，我们致力与社区关系的提升。我们与赞助者和95爱心使者保持紧密的联系，也希望透过课程邀请让赞助者在行善时也能自我提升。近年，支持和照顾生命线协会的伙伴也日益增加，这包括了赞助者、学员、义工、合作单位、受惠者等群体。因此，我们也预计在2023年完成支持者资料库的整理，优化资讯传达，连接更多群体以不同层面贡献予助人工作。



第三，我们也重视内部发展。除了改善协会章程外，我们也开启了各职务守则的整理工作，建立明确的系统，让助人运作更为流畅、稳健。同时，我们也鼓励专业提升和自我成长，以此巩固义工生涯的发展。

因此，我也想借这个机会，感谢各位理事、义工和行政，以及所有支持生命线的伙伴。有整个团队的共同努力和坚持，我们才能做好上述种种建设，让生命线可以有效、而且永续地达到助人愿景。



未来，生命线协会将承担更大的社会责任，因此我盼望我们能建立更完善的制度系统、更专业的助人团队，以及结合更多社区资源。最后，我以“帮助别人，成长自己”与大家共勉——为了帮助别人，我们不忘时时成长自己、精进自身。



经济复苏, 疫后心灵 也需修复

卢水清 / 秘书长
03.01.2023

2022年, 新冠疫情进入第三个年头, 人们开始适应与疫情共处的生活。国家经济逐渐复苏, 人们为这段时期所遇到的各种哀伤失落和生涯变化, 进行心理上的调适和整顿。值此关键时刻, 生命线协会进行相应的调整, 更有效地推动“自救”和“求救”的活动。

在“求救”方面, 辅导组求助者继2021年急增40%人次后, 在2022年依然保持相当高的人次服务水平, 共计3,627人次。这个数据除了反映因疫情攀升的心理需求外, 显示了大众的“求救”意识有所提升, 更愿意和勇于寻求心理辅导服务。孩童群体部分, 我们终于不再受限于疫情, 于今年6月恢复实体游戏治疗, 共提供了164次服务。

“自救”方面, 社会大众的关注焦点回到民生百态, 所以2022年有关心理健康的媒体访谈邀约随之减低, 共计77场。我们举办的大型讲座场次减少了, 取而代之的是时数较长的专题工作坊, 学员总人次为6,170。

关怀组和爱心特工组则随着行管令的开放得以恢复更多的实体服务。这一年, 总共有177人次的儿童之家和生活营的青少年受惠于关怀组的活动, 538人次的民众响应爱心特工组举办的捐血、环保和老人院服务。

新冠疫情教会了我们珍惜与关怀。祈望在疫情后, 我们牢记这些教训与学习, 保持积极的“自救”和“求救”态度, 迎接新的生活和新的发展。

助人成果	2020	2021	2022
求救 - 支援工作			
辅导组 I 服务次数	2,584	3,613	3,627
游戏治疗组 I 服务次数	109	61	164
自救 - 教育与醒觉工作			
社会教育组 I 学员人次	5,849	12,265	6,170
社会教育组 I 媒体访谈场次	146	175	77
关怀组 I 受惠青少年人次	90	103	177
爱心特工组 I 响应民众人次	725	179	538



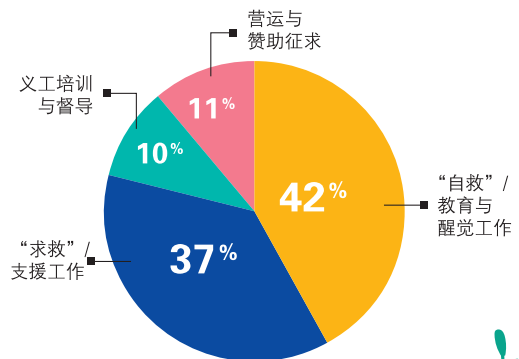
感谢 众义工推广, 让生命线 行稳致远

钟琍玟 / 财政
03.01.2023

因为疫情影响, 生命线协会的财务状况一度亮起了红灯。无奈社会上仍然有许多人不理解我们所提供的服务, 甚至从未听闻有这么一个团体的存在。可想而知, 筹款对我们来说是一项挑战。尤其是向大众呼吁定期捐款, 即便费尽口舌, 成功率却还是很渺茫。

为此, 我们想到另一个方案, 那就是诚邀每位义工参与推广工作, 去鼓励身边的家人朋友一起投入慈善事业。经过数个月的努力, 95爱心使者(定期小额赞助者)的人数提升至40%, 组织每个月均有2万令吉的稳定收入。

非常感谢全体理事、义工和行政的配合及努力, 也特别谢谢大家的体谅。希望彼此继续以生命影响生命, 一起完成召集950位95爱心使者的使命, 帮助更多有需要的人。



每一笔捐助款项, 其中各40%用于“求救”与“自救”, 剩余的20%则用于义工培训与督导、营运和赞助征求两大方面。





227人的无私奉献



14,812小时的暖心陪伴

我们是一间非营利机构，由一群接受过专业培训的义工组成，为遭受心理与生活议题困顿的民众提供情绪上的支持和社区性预防服务。

2022年，我们共有227位义工服务，包括了174位正式受聘义工和53位实习与见习义工。义工们按服务分为五组——辅导组、游戏治疗组、关怀组、社会教育组和爱心特工组。各组义工在2022年内总服务时数达14,812小时。

2022年各组组长与受聘义工人数



辅导组

组长：陈碧君
副组长：吴燕珊
奚诗韵
95位受聘义工



游戏治疗组

组长：余莹樱
副组长：陈汉梅
17位受聘义工



关怀组

组长：许佩慈
副组长：殷佩玲
17位受聘义工



社会教育组

组长：廖翠薇
副组长：杨燕芬
17位受聘义工



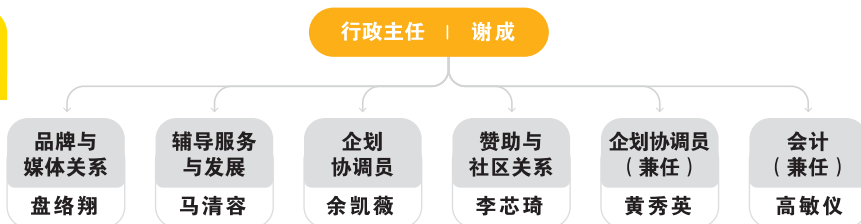
爱心特工组

组长：王丽玲
副组长：周勇敢
张毅祥
28位受聘义工

义工组织架构图



行政团队



疫情

带给人们极大的
威胁及挑战，
却也让我们见证
面对困境的
勇气和力量。

在这一年里，我们成功推展《95生命自觉月》、启动“生命线95推广中心”、开拓95 e-Learning线上平台、创造“阿9阿5”吉祥物等。我们也关注自杀率最高的青少年群体，并且在疫后复苏期间积极招收和培训各组新进义工。



年度焦点 1

新中心开幕，培育更多社区守门员



2022年8月13日，在历届理事、义工和赞助者的努力下，我们在蒲种的“生命线95推广中心”（Counselling Education Development & Training Centre, CETC）终于开幕了！当天我们邀请了杨雁雁（95爱心大使）前来进行开幕主题演讲，分享她如何在生命中的艰难时刻发挥自救和求救精神。为庆贺中心开幕，我们也举办了为期一个月，共22场的公益活动供大众参与，一同促进心灵成长。随后11月，我们也正式启动中心的游戏治疗服务。



开幕月公益活动



自救篇
6场 152人



求救篇
8场 121人



关爱少年愁篇
8场 112人



生命线95推广中心的开幕，寓意着生命线协会进入新的篇章，让我们拓展更多义工培训和社会教育推广工作，以达至“迈向零自杀”的服务愿景。此推广中心乃是让义工们发挥所长，一起为社会提供更优质服务的平台。

CETC 管委会总协调 张福泉

四大核心项目



人力资源发展机构 (HRDCorp)
认证课程



辅导局 (Lembaga Kaunselor)
认证课程



国际生命线 (Lifeline International)
合作课程



社区与家庭心理健康推广
(如：婚前教育课程、父母会团体、
游戏治疗与辅导面谈)

2020-2023年管委会架构

顾问

施顺荣、卢水清、杨福春

总协调

张福泉

设备管理

黄世辉

张思维 罗丽美

品牌规划

王莉善 钟琬玟 王妤娴

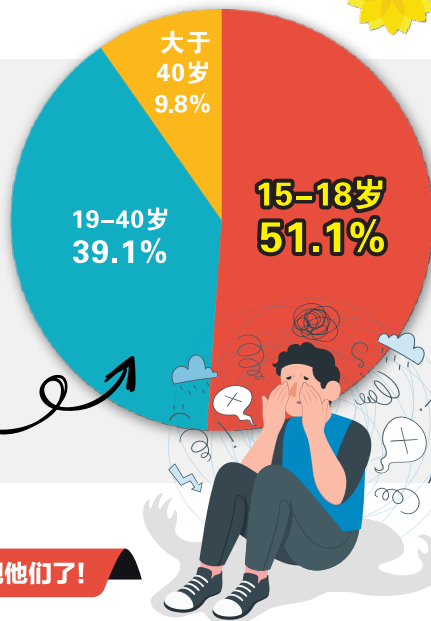
小组代表：

陈碧君 余莹樱 罗国荣
王靖惠 王俪玲

年度焦点 2

关爱少年愁， 拉响自杀防治警报

许多人都认为“少年不识愁滋味”，总觉得孩子们的问题在经过青春风暴期后会自然好转。然而，马来西亚皇家警察的自杀统计数据便狠狠地敲醒我们！在2019年至2021年5月期间，我国共有超过一半的自杀案例是来自15岁至18岁的青少年。



这些资讯你必需知道，不能再忽视他们了！



11.2%

的13岁少年曾想过自杀。



青少年自杀意念在2012年至2017年间从**7.9%**急增至**10%**。



40%的青少年感到焦虑，
20%感到忧郁，**10%**感到压力。



2019年，共有**424,000**孩童面对心理健康问题。

有鉴于这个议题刻不容缓，生命线协会今年特别推出《关爱少年愁》专题，开设5个系列的长期课程，每个系列长达7-8小时，叮嘱大家要抽出更多的心神和时间，加紧关心这个本该朝气蓬勃的群体。

- “小大人”的心理学
- 《寻找自己的亮点》青少年成长团体
- 《透过绘本 · 认识情绪 · 看懂自己》孩童团体
- 《未成年的性与爱》辅导实务讨论
- 多元性别议题之辅导实务培训



38.5
小时



119
人参与

此外，我们也持续走进校园推动2015年发起的《我听见了你》巡回讲座，向学生们宣导“聆听”的重要性，提升他们的心理韧性和对自杀防治的警觉意识。



14
场讲座



3599
人参与



年度焦点 3

多元视角切入， 全民杜绝霸凌



马来西亚佛教
发展基金会

视角1 被霸凌者的内心历程

开幕仪式现场设有多个沉浸式体验站点，让大家在画面、声音及故事情景里，结合感官的觉知、沉静专注的心境，更具体和实在地体会当事人的内心感受。



开幕礼当天也邀请三位曾遭遇霸凌的当事人进行《正视霸凌·逆转人生》分享会，现身说法叙述霸凌造成的内心伤害，以及这一路如何凭着自救和求助的“95精神”抚平伤疤。



当天是9月10日“世界预防自杀日”，参与者在黑暗中亮起灯光，思念因自杀离世的人们，也为他们的家人朋友献上祝福。



视角2 以影视故事探知霸凌完整历程

两场《看电影·谈生命 2.0》线上分享会以韩剧《还有明天》的故事线，延申讨论霸凌与自杀议题。



视角3 对创伤疗愈的专业增值

台湾吴丽云博士连续3周带领《生命中不能承受之重》线上工作坊，共有38位助人者学习有效协助个案疗愈心理创伤。



根据报道，全世界有5%至15%的人是霸凌的受害者。霸凌事件可能发生在任何一个人身上，并造成被霸凌者巨大且长期的心理压力，进而比起一般人更容易萌生自杀意念至少19倍。

在马来西亚，媒体屡屡传出霸凌酿成悲剧的报导。若霸凌没有获得及时的关注与防治，这将延续为一个恶性循环，衍生更多方面的社会问题。

配合9月10日“世界预防自杀日”，我们在9月份再度推展《95生命自觉月》系列活动，口号是#除8去0和#我不做霸凌的旁观者，带领民众一起探讨霸凌议题，了解如何缓解霸凌的发生。



视角4 静心观照探索生命意义

10人小组完成为期4周的《启程·回归真实的自己》自我成长团体。



视角5 强化旁观者的功能

我们也邀请法律、执法和心理专业人士在《看见霸凌，我可怎么做？》论坛中进行跨领域讨论，让大众清楚了解可给予霸凌受害者哪些具体协助。回家前，资深讲师带领大家透过石头彩绘为当天的学习感想做总结。



视角6 以亲子关系防治校园霸凌

31对家长与孩子共度2天1夜的《从❤️认识你》亲子营，重新感受对彼此的爱与关怀。

家长回馈



那时我什么都看不到，孩子说小心慢慢走，妈妈不要怕我在你的身边，捉我的双手放在他的肩膀上；当我撞到别人，他代我说对不起，一直带领我完所有的任务，让我非常感动，孩子谢谢您！



回去后我发现“赞美”带来的魔力是不同反响的。我现在常提醒自己要赞美，让一家人的关系越来越好。



讲师的方法对网络成瘾大有帮助，我每天必定会做情绪整理的功课，我发现和孩子的关系慢慢变好了。我也发现她很细心观察和体贴，所以现在我大胆放手信任她可以完成任务。

孩子回馈



这次亲子营让我和妈咪在一起的时间多了很多，学到怎样和妈咪沟通，还有认识霸凌。我看到每个家庭的相处都不一样，我非常享受这两天一夜。



年度焦点 4

突破时空限制， 95 e-Learning 让各群体受惠

我们今年正式推出 95 e-Learning 线上平台让大众观看课程影片，轻松掌握自救和求救的心理健康资讯。由于我们的课程一般都在晚间时段或周末举办，95 e-Learning 能够让生活习惯不同的群体也享有同等的上课机会。无论是晚间下班后需看顾孩子，或是平日工作排班都固定在周末，甚至是居家上课时还得兼顾手边的家人和工作... 透过这个管道可以无限次数观看，随时随地学习。



年度焦点 5

阿9阿5走进生活， 时刻叮咛“我们都在”



行管令期间，人们大部分时间透过网络交流。在这时候，我们将“95精神”拟人化，创作出“阿9阿5”两个吉祥物，让大家藉由全套18款可爱的WhatsApp动画贴纸传达关心，相互感受彼此的陪伴。

此外，我们也推出了小抱枕和T恤，上面印有“我们都在”的叮咛。希望大家经常提醒自己：我们并不是孤单一人，除了自救也可以求救。



年度焦点 6

扩充助人团队， 推动“心”常态

疫情期间，一些义工碍于生计问题被迫暂停助人服务；新进义工的培训则受限于行管令而中断。然而，社会心理求助需求日益剧增，我们在坚守助人岗位的同时，也需积极培训更多接棒的人力。因此随着疫情减缓，我们立即展开了三组义工的储备培训，获得大众异常热烈的响应。

第23届 & 24届
辅导组培训

83
人参加

第12届
关怀组培训

19
人参加

第11届
爱心特工组培训

15
人参加

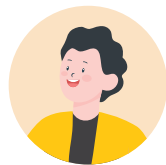
疫情如何影响助人意愿？



辅导组学员

我中学时参加过辅导学会，但一直到疫情时我看到很多义工组织都停办，我才再度拾回这份初衷，可以说是疫情加速了我的决定。我原本担心会被太多“黑暗面”拉进去，也担心义务团体容易资金不足没办法运作。但从网站上看到生命线有完整的督导制度和有系统的筹款，我便安心了。我也想当其中一只默默努力的小蚂蚁，一起达成24小时服务，让更多人可以打通辅导热线。

我很早就想加入义工培训，但始终无法成事。疫情期间，我在医院照顾病重的家人。当时很沮丧和无助，花了好几个月才重新找到生活目标。这让我深刻体会到，被困在情绪里是很难过的。我从报导中知道疫情后也有很多人像我一样面对情绪和压力困扰，所以我希望也可以为别人多做一些。



辅导组学员



关怀组学员

疫情时我听了不少生命线在电台的分享，学习很多，也对心理辅导深感兴趣。但是，我顾虑自己应付不了心理上的承担，所以当看到是给青少年的关怀服务时，我便马上报名了培训。我一直都想当义工，特别是与心灵有关的。但我之前以家庭第一，直到现在孩子长大了，我就有时间多做自己想做的事。

疫情让我慢下来，而有时间去做一直想做却搁着的事。我静下心来认真地了解什么是义工？有什么是我能力范围内可以付出的？和很多人不同，我的经济状况没有受到疫情影响，不必特别忙于生计，于是我决定参加义工培训。



爱心特工组学员

二级预防
支援工作

- ☀ 辅导服务
- ☀ 儿童游疗服务

求救



救吾

自

一级预防

醒觉推广

救

- ☀ 青少年关怀服务
- ☀ 社会教育
- ☀ 社会福利

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，我们也需懂得【求救】，寻求外界的支援。

我们相信在真挚、接纳与同理的环境下，每一个生命都得以茁壮成长，跨越挑战，助己也助人。

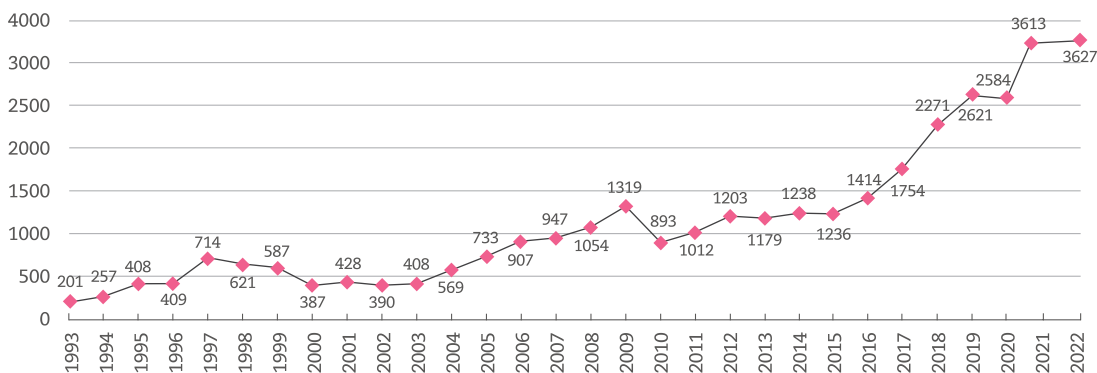
求救 1

延长辅导计划，让陪伴更及时

疫情的蔓延，让近年求助于辅导服务的人数一直高居不下，自2021年起连续两年我们所提供的辅导服务皆超过3,500次。其中，透露出自杀意念的求助者也逐年增加。2022年内，共有294人次的求助者表达不同程度的自杀意念，占8.1%。

为此，秉持住“千里一线牵，帮助在耳边”的助人理念，即便在疫情困难重重之际，我们不仅坚守岗位，更确保延长辅导计划的持续推进，以便让更多的求助信号得到及时的支援。

历年辅导服务次数统计



2022年延长辅导计划成果



**扩充
义工团队**

第22届10位学员进入实习阶段
第23届27位学员进入见习阶段
第24届15位学员完成第二阶段培训



**扩充
督导团队**

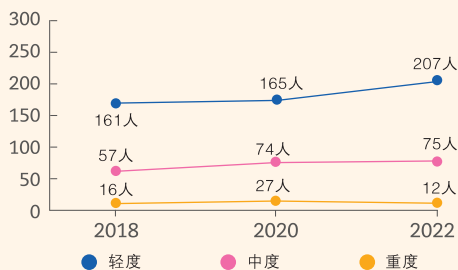
28人参与
第二届储备督导计划



**新增
日间时段**

2022年1月
新增周三下午时段

近年具自杀意念求助者人次统计



2022年求助者人次统计



电话支援
2,615 人次



电邮支援
253 人次



面谈与线上辅导
759 人次
(189位个案)



▲ 第二届储备督导培训



求救 2

一对一游戏， 关照疫后孩童的 身心成长

基于防疫安全，游戏治疗自疫情爆发后久久无法实体进行。为此，义工们经过密集培训及筹备，于2021年10月正式推出线上服务。随着疫情缓解，我们也在2022年6月恢复实体游戏治疗，服务地点包括州立华小、生命线协会会所、生命线95推广中心。在2022年里，我们为28位孩子进行共164次的游戏治疗。

2022年游戏治疗统计



线上游戏治疗：
8 孩子，38次



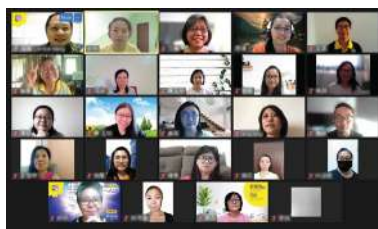
实体游戏治疗：
20 孩子，126次



▲配合“生命线95推广中心”开幕月举办的家庭体验公益活动。



▲2022年恢复实体《因为游戏 看见自己 听懂孩子》父母会心团体。



▲游戏治疗义工大会。

自救 1

系列体验活动， 助儿童之家孩子 探索自我

2022年，我们也恢复了以往在儿童之家的定期探访活动，透过不同主题的体验式活动促进孩子们的自我探索。义工们也持续善用线上互动的优势进行绘本分享会，带领孩子们学习发掘自我价值。目前，我们所服务的机构为恩惠之家和喜乐之家，共举办了12场活动，让177人次的孩子受惠。

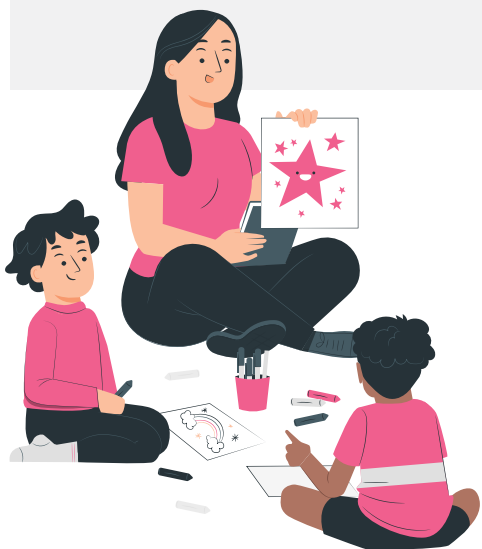
2022年儿童之家关怀服务统计



线上关怀活动：
8 场次，141人次



实体关怀活动：
4 场次，36人次



▲义工们前往儿童之家带领系列探索活动。



▲儿童之家的孩子连线参与绘本分享会。



▲33位青少年在“生命线95推广中心”开幕月期间，参与公益团体活动。

自救 2

善用线上和实体优势，
催化疫后心理成长

2022年社会教育总统计

59
场次279
小时6,170
人学习

疫情促使人们重视心理健康，不但培养了居家上课的习惯，也多了向国外老师学习的机会。因此我们善用网络平台，邀请国内外导师带领《一分学习·三分陪伴》和《95居家心成长》等较为专精的线上课程。没有了地域的限制，大家可以节省开支，也让全国各地的学员更方便参加。

此外，随着疫情的减缓，实体课程也逐渐恢复。本土讲师负责较多以活动体验、演练与分享为主的实体课程，例如《关爱少年愁》系列工作坊、《我听见了你》校园巡回讲座、HRDCorp职场心势力、CETC开幕月公益课程，95生命自觉月等。

25场慈善学堂，逾4千人鼎力陪伴



《一分学习·三分陪伴》线上慈善筹款学堂缘起于2020年，寓意学员在这段学习过程中，将收获三份陪伴——陪伴自己、陪伴他人，同时其捐款也支持生命线协会陪伴更多迷惘的心灵。活动反应热烈，获得大量赞助者、企业、媒体和艺人的响应，于是至今共开办了三次。

	2020年	2021年	2022年
参与	1,176学员	1,799学员	1,151学员
筹款	RM50,350	RM40,743	RM86,350
95爱心使者	新增45人	新增34人	新增195人

感谢学堂导师们的大力支持

王荣义硕士
(台湾)罗耀明博士
(台湾)吕季魁硕士
(台湾)杨家正博士
(香港)吴丽云博士
(台湾)谢家和博士
(香港)95爱心大使杨雁雁
(金马影后)

95居家心成长，线上也能深度学习



#居家心成长

有鉴于线上课程以讲座居多，学习比较单向并且碎片化，为此我们推出《95居家心成长》。这个系列的课程时长6至20小时不等，分段上课；导师结合讨论、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。在这三年内，我们共开办了33场，至今超过3,000位学员完成课程。

主题

自我成长

自我和解 / 人格心理学 / 自我成长 / 正念 / 女子心理学 / 金钱与生命 / 性心理学 / 职场情绪稳定力 / 梦境 / 听 · 懂生命故事

家庭生活

过动儿教养 / 父母身心照顾 / 婚姻 / 网络沉迷 / 青少年生涯规划 / 情绪绘本 / 婚前教育

辅导策略

多元性别 / 焦点解决 / 经济困境 / 边缘性人格障碍 / 性侵 / 家庭游戏治疗 / 家暴 / 动机式访谈 / 非自愿个案 / 伴侣会谈

自救 3

结合群众力量，推动社区关怀

时隔两年的防疫期，义工们发现同心乐龄关怀中心的环境卫生相当严重，于是主动向身边的亲友发起筹款活动，成功为老人院更换了全新一批床褥及枕头，也征得害虫防治公司赞助消毒服务。更需要感谢的是，一班大众朋友愿意抽出假日参与大扫除活动。

我们也持续结合社会资源帮助有需要的人。例如与吉隆坡中央狮子会联办捐血运动、携手马来西亚吹水台协会合办物资捐献活动，把生活日用品送至同心乐龄关怀中心（广东义山）、扶贫医疗康复中心以及甲洞《孝·德》老人堂。



2022年社会福利工作统计



8场 前往老人院考察和打扫，138人次参与服务



4场 举办捐血运动，382人登记，筹得292包血包



3场 物资送暖活动，共190人次受惠

自救 4

成长自己，才能更好地帮助别人

“以生命影响生命”是我们重要的助人信念。为了给予大众有素质的服务，义工们每年参与各项培训活动。除了精进专业能力，也确保照顾好个人的身心状态。

辅导组

▲ 日本和谐粉彩（2小时）、手工艺治疗（2小时）、体验式情绪躯体觉察（10小时）

游戏治疗组

▲ 电影分享会（3小时）、大团督（12小时）

关怀组

▲ 霸凌（7小时）、会心团体（2小时）

社会教育组

▲ 正念认知疗法（16小时）

爱心特工组

▲ OH卡（4小时）

感恩有您，携手共进

我们推动心理健康服务逾30年，除了历届理事、义工和职员的付出外，也长期仰赖于各领域伙伴们的支持与成就。

因此，准确而言，生命线协会是一个由多元群体相互支持与牵动的助人系统，共同建构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

国际 生命线

国际生命线由21个国家组成，共设有超过200间中心。各国因国情不同，于自杀防治上的关注焦点会有所差别，唯污名化和求助资源的限制是每个国家都面临的挑战。因此，马来西亚生命线协会长期向社区多方面宣导的95（救吾）精神，是一项很关键的防治策略。

国际生命线总执行长
Thilini Perera



▲义工们的分享让Thilini 惊叹于我国义工对会务推动的积极性和使命感，以及维持多年风雨不改接听求助电话的坚毅精神。

近年，我们与国际生命线、各会员组织之间有更多的交流与合作。因此除了向各国取经学习外，也让我们有机会将马来西亚的多元和自立自主的经验分享给更多国家。

2022年，Thilini在8月前来拜访，与义工和理事们进行深度交流，一同商议数项跨国合作规划，包括自杀除罪运动与研究、电话语音、转介与分析系统技术交流、短讯支援模式交流、灾难救援行动、跨国义工交换计划等。国际生命线十分赞许我们新推动的《关爱少年愁》专题系列，并将于2023年拨款支持此计划。



▲ Thilini和MMHA主席Dato' Andrew为新的生命线95推广中心献上祝福。



▲ 国际生命线各会员国录制短片，响应10月10日“国际心理健康日”呼吁主题：让心理健康成为全球的优先关注。

资深督导获颁“年度国际卓越义工奖”

“年度国际卓越义工奖”由国际生命线首次创立，以期肯定与鼓励各国义工的贡献，邀请各国推荐表现卓越的义工入选，其条件包括具备领导能力、展现社区精神，并坚守珍爱生命的使命。最终本会资深义工王妤嫻从入围五国的义工中脱颖而出，成为此奖项的第一年得主。

王妤嫻自2000年加入生命线协会，目前担任理事会副财政、辅导督导组长、社会教育组资深讲师和游戏治疗义工。她曾带领储备义工培训与危机处理系统的改善、创设督导培训制度、参与延长辅导计划，并致力提升大众对性侵与家暴的醒觉意识。

这个奖项其实属于协会所有过去和现在的伙伴们，包括理事、义工们、行政团队和赞助者。谢谢大家让我在这个团体感受到爱、支持和肯定，才让我这20多年来义无反顾地投入其中，实践生命线协会“帮助别人，成长自己”的助人理念。

王妤嫻



携手共进2

政府与 辅导机构

生命线协会近年与政府和国内各辅导组织紧密合作，通过彼此学习交流和资源整合，大幅提升推广效益，让更多民众意识到心理健康的重要性。



获颁国家认可证书



在10月“全国辅导月”开幕典礼上，生命线协会获得妇女、家庭及社会发展部（KPWK）颁发辅导组织国家认可证书（Sijil Pengiktirafan Negara）。感谢马来西亚国际辅导协会（PERKAMA）提名，马来西亚辅导局（LKM）推荐，以及国家的认可，让本会获得此殊荣，全体上下备受鼓舞。此外，PERKAMA于11月举办国际辅导研讨会，本会也受邀成为策略伙伴协助推广。



参与《婚前教育课程》修编与研究计划



本会与国家人口与家庭发展局（LPPKN）联办婚前教育课程（SMARTSTART）长达16年之久。2019起，我们受邀参与此课程的修编、前导测试、中文组对外运行测试、线上与实体导师培训等筹备工作，并将于2023年正式推出实体版《婚前教育课程2.0》。2022年，全国华社辅导协会亦发起该课程之研究计划。作为成员之一的我们，期望透过统计分析加强课程成效，促成更多良好的婚姻关系。



拓展中文版课程，惠及华裔群体



2021年，由国家元首公主YAM Tengku Puteri Iman Afzan成立的The Green Ribbon Group，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）小班课程。本会受邀担任此课程的中文导师，至今已开办5场，学员共40人。同时，我们也与MMHA合作中文版《精神病患照顾者支持与教育课程》，两场属于义工培训，两场属于照顾者团体，共计64人受惠。



携手共进3

媒体与艺人

2022年，我们持续与Ai FM和风采杂志合作推广社会教育，每月均有两场访谈及一篇专题采访。讲师们也接受各报馆、电台、电视台和自媒体的采访邀约，探讨现代人主要面对的情绪压力及生活困扰，并借助媒体的多元平台把心理照护的资讯传达给更多群体。无论透过线上收听、脸书直播、纸本或是电子版媒介，社会大众都能和生命线协会保持联系。



77场媒体采访单位



在招募新义工、宣传《一分学习·三分陪伴3.0》线上慈善学堂，以及推动定期小额捐款计划期间，多位艺人与DJ朋友义不容辞给予一臂之力。其中马来堂哥、陈峰、林静苗和朱慧敏透过短片呼吁，扩大了生命线协会的受众群。此外，我们也有幸得到陈嘉荣主播的支持，在《荣兄开麦啦》脸书直播中筹得更多营运善款。



特别鸣谢：

颜薇恩、林家冰、可晴、黄敏明、杨理强、郑瑞钊、张宝蓂、李运祥、吴维彬、王彪民、高艺、黄玮瑄、黄佩玲、尹汇雾、Kyan、谢承伟、阿鱼、谢芯亚



杨雁雁任95爱心大使



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，敢于求救的你恰恰是强者。

金马影后杨雁雁

走过生命中的潮起潮落，雁雁十分认同生命线协会的存在，也钦佩义工们的奉献精神。因此，决然应邀加入生命线担任本会“95爱心大使”一职，积极向外界宣导生命自觉意识，希望更多朋友一起重视心理的健康。



携手共进4

企业伙伴

生命线协会长期仰赖数家公司的企业社会责任CSR维持提供公益服务。2019年起，我们获得认证为职场员工提供HRDCorp培训，以此回馈企业的支持，并宣导心理素质对个人健康和企业生产力的重要影响。

《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
- 时间管理与身心照顾
- 如何有效沟通



大马海星公益平台

大马海星公益平台 (My Starfish Foundation) 在郑秉吉主席的带领下，自2014年持续大力赞助我们的社会教育课程。该平台近年致力推广《高效能人士的七个习惯》，在2022年特别为我们提供内部专场培训，共25位理事和义工执委上课学习，为日益扩充的义工团队做好筹备。



携手共进5

跨族群团体

跨族群服务是本协会长久以来的重要发展目标。2022年，我们携手12个合作单位，为不同族群提供心理健康服务及课程。



SMK Pusat Bandar Puchong 1

SK Mantin Negeri Sembilan

SMK Raja Lumu



携手共进6

《坚毅奉献奖》 得主



陈云娟 辅导组（服务15年）

服务这么久，最想感谢胡观明老师。回想当年，他让我这新进义工有了筑起的靠山，不怕犯错。他常常在带领时会问：为什么？这样做的目地？想法的背后？——却从不给答案。这培养了我惯性探索背后的讯息而不是停留在表面。

后来，他也爱在义工培训上把我放在同一组。他那跳脱的带领方式，虽然每回结束后都令我感到一身虚脱，但不得不承认我的“功力”节节上升，打开了深藏不露的“潜能”。之后他带着我出去带团体，让我稳固了培训能力和经验。

观明老师从来没说我可以或是不可以，做就对了。最后，他把我丢到国营电台上。那一句“去试试”就让我嘉宾身份维持到了今天。后来观明老师到中国发展事业，而我继续为社会付出，用着老师一贯的模式：你这么想的背后是什么？

谢谢生命线给的平台以及肯定，让我们可以来这里成长自己。

其实当初从未想当义工的，不过在先生的鼓励下，我想不妨可以来自我探索和认识自己，谁知道不知不觉这么多年过去了，这个功课好像还是要一直做下去。

因此，我最想要感谢的是我的先生。我也谢谢伙伴们一路以来的陪伴，让我在生命线可以继续做我要做的，谢谢大家。



郑美玲 辅导组（服务15年）

从小小的义工，到开始培训新进辅导义工，再来到今天成为督导组副组长，这一路走来我学习了很多，也成长了不少。

记得几年前的一些冲击，我的生命来到了低谷。那时候，我跟其他的求助者一样，心情很忐忑及挣扎，不容易相信别人。到最后没办法，我必须面对自己的无能和羞愧感，鼓足了勇气打电话给姣嫻求助。我很感恩姣嫻义不容辞的答应陪我走一小段路。这个经验对我帮助很大，成为我接下来在助人路上的一个信念，让我可以更贴近求助者的心情，也能够承接他们。

我很感动，十五年不简单。谢谢生命线让我有机会去发挥我的专长，也感谢所有的义工同伴们、督导们在职务上给予的配合及协助，我会继续努力的。



郭姬嫻 辅导组（服务15年）



陈星颖 关怀组（服务10年）

我一直有着一颗感恩的心在生命线付出。如果不是透过在关怀组的学习，我相信当初在面试中学辅导老师的工作时，无法镇定且有自信地展现自己的能力。顺利入职后，我把学到的正向肯定用在社团的学生们身上，让他们从一盘散沙中提升了凝聚力并且愿意付出。我也走出了舒适圈成为大学的辅导员，开始挑战带领工作坊及团体活动等。

这十年里所培养的各种技巧（策划、沟通、协调、领导）都让我在助人历程上学会不害怕尝试和失败。我不是一开始就很擅长做这些的，而是在督导及组员们的信任、接纳和包容里磨练出来，在辅助中前进。

黄玉玲 关怀组（服务10年）

加入关怀组除了因为我很爱小朋友，另一个原因就是走出去服务社区能学到很多。坦白说，每次的服务都很累，可是当听到儿童之家的孩子高声叫我“banana姐姐”时，心里都会十分感动。我在策划活动及准备道具之外，都会另外亲手制作甜点给小朋友们享用，让他们感受到一份用心和关爱。因为我一直相信，亲手制作的食物都是有满满的温度。

我最想感谢的是一开始的培训带领员，靖惠。记得她说过：“人家做得好的地方，我们要大大声的讲出来，让每个人的付出被看见，被肯定”，这个信念对我来说很重要，也让我很自然的融入在我的教学生涯与生活中，学会如何给予大家肯定。

连子欣 关怀组（服务10年）

谢谢生命线这十年来给予的平台，让我有机会在这个家庭学习和付出，并且创造自我价值。谢谢关怀组的家人伙伴们，这一路有你们一起闹，一起策划一场又一场的活动。每次活动后的感动和分享都是生命最美的痕迹。谢谢你们这一路的陪伴。



黄玉清 爱心特工组（服务10年）

记得曾经有一位前辈说过：当爱心特工组到老人院的时候，老人们不会认得我们，但一定会认得生命线会服上的黄花，他们会说“那些穿黄花衣服的人来了。”我听着前辈的话，感受到爱心特工组的力量已经存在老人家的心里面。我很感激所有的前辈、老师、行政和义工们，是你们圆满了我这十年的义工生涯。特别是前任组长薇汕，让我学会对任何事情都要有热情。祝愿生命线的助人理念生生不息地传下去，大家一起帮助别人，成长自己。

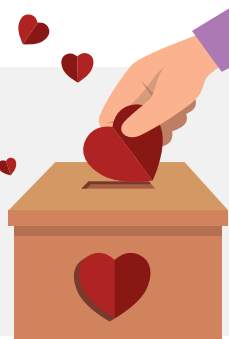


携手共进7

赞助者

950位定期小额赞助者

950 人 \times = 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)



“95爱心使者”是生命线协会的定期小额赞助者，
每日捐献一令吉支持着服务运作，回馈社会。

我们正在召集950人加入此行列。透过小额而定期的捐款，积少成多，为组织打造稳定的财务来源，义工们在推展助人服务上可以更具系统性和规划性，持续接触更多有需要帮助的小朋友、青少年、成年人和长者们。

诚邀大家在能力范围内给予财务支持，让我们在迈向“零自杀社会”愿景的路上走得更「稳」。

1天1令吉 支持5组义工服务



辅导组

让7位成年人获得心理辅导服务（电话辅导/面谈辅导/电邮辅导）



游戏治疗组

让1位清寒家庭的小孩接受12次游戏治疗



关怀组

让3位青少年在体验活动中探索勇气（生活营/儿童之家服务等）



社会教育组

让15个人上课学习自助和助人（讲座/工作坊/课程/会心团体等等）



爱心特工组

让2小时的社会福利工作得以促成（捐血运动/环保活动/老人院服务等）

定期小额赞助形式

- ☐ 每月捐献 RM30
- ☐ 每年捐献 RM365
- ☐ 其他（自定义）

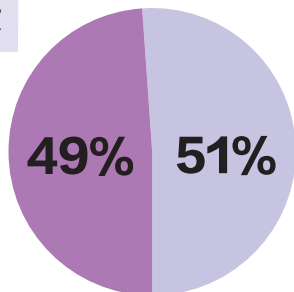
立即响应
定期赞助！



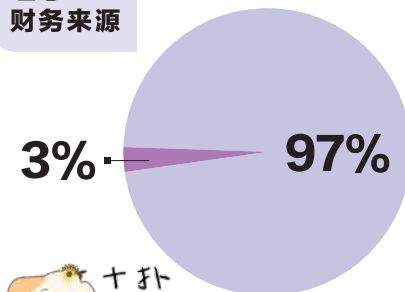
详情询问：

011-1092 1995

过去 财务来源



理想 财务来源



950位
95爱心使者守护



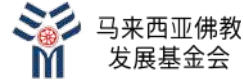
不稳定收入
(如单次捐献、慈善宴会、政府补助等)



稳定收入
(包括活动收费和95爱心基金)



感谢有你，一路守护



胡相华夫妇
Mr & Mrs Oh

叶润莉
Yap Yoon Lee

李丽琼
Lee Lai Keng

YB黄思汉
YB Ng Sze Han

王智伟博士
Dr. Ong Chee Wee

王丽娜
Ong Lay Na

Jason
Je Fong Meng

继程法师
Chi Chern

单次捐助方式

银行账号

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

网站或银行汇款



随喜乐捐



Touch'n Go



Duit Now

随喜乐捐者如有意得到免税收据，请将汇款证明WhatsApp至 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 T-shirt

T恤前面的“阿9”看似孤单一人，其实后面的“阿5”一直都在和他保持连线。我们希望透过这概念让大家回想起曾经被支持和被关爱的感觉，带着这份力量走过失落迷惘的时刻。“我们都在”的口号则提醒大家记得用心陪伴身边的人，也用心把自己照顾好。



95 Plaster



95 胶布印有“ZERO SUICIDE”字样，代表着生命线协会致力推动“迈向零自杀”的愿景。我们鼓励大家把胶布贴在显眼的肢体部位上，透过简单而又强烈的视觉效果，唤起更多人对这个敏感议题的关注。掌握“95精神”，看见生命的可贵，每一个人都可以成为自杀防治的守门员。



立即
线上订购！

公益产品：95 T-shirt、95 Plaster

独家出版：《我听见了你》、《陪伴·倾听·了解》、能量卡

近期活动与课程

95 e-Learning 线上课程

你在寻找合适的活动空间吗？

生命线95推广中心坐落在蒲种的IOI Business Park 六楼，目前已对外开放租借！中心设有礼堂与培训室，分别可容纳最多80人和30人。两个空间均有影音设备，采用木板地面，环境舒适干净，适合举办工作坊和团体课程。有兴趣者可浏览网页了解详情！

*95爱心使者、生命线协会义工和非盈利文教团体还可享有40%折扣~



扫描申请租借场地！





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



ABOUT US

PURPOSE

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

VISION

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

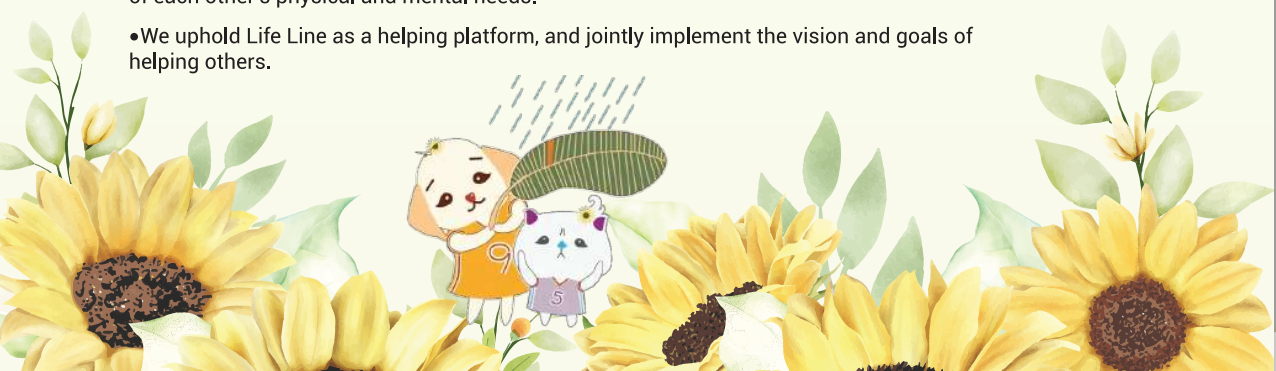
CORE VALUE

Helping others - Selfless dedication to create a physically and mentally healthy society.

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

MISSION

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



CONTENT

THE TEAM

31 - 34

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

HIGHLIGHTS

35 - 41

CETC / Caring for Teens
95 Life Awareness Month - Bullying / 95 e-Learning
Ah Nine & Ah Five / Post-Pandemic Expansion

95 · SELF-HELP & SEEKING HELP

42 - 46

Seeking Help - Extension of Counselling Service / Play Therapy
Self-help - Youth Care / Education & Awareness
Social Welfare / Volunteer Internal Training

MOVING FORWARD TOGETHER

47 - 55

Lifeline International / Government & Counselling NGOs
Media & Celebrities / Enterprises / Cross-ethnic Service
Dedication Award Winner / Sponsors

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2020-2023

LIFE LINE ASSOCIATION MALAYSIA 13TH COUNCIL COMMITTEE

31

HONORARY LIFE PRESIDENT



**Tan Sri Datuk
Tee Hock Seng,
JP.**
Bina Puri
Holdings Bhd
Group
Managing
Director



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



Tang Kae Sue
Hans Advisory
Trust Co Lrd
Chartered
Accountant



**Tan Sri Dato' Dr.
Kong Hon Kong**
Nirvana
Malaysia
Founder and
Group Managing
Director



**Dato' Lee Tek
Mook @
Lee Teh Mok**



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



**Datuk Eddie
Heng Hong Chai**
HGH Convention
Centre Kuala
Lumpur
Chairman



**Tan Sri Dato'
Khoo Chai Kaa**
Brem
Holdings Bhd
Managing
Director

SOCIETY AFFAIRS ADVISOR



**Tiew Seng
Chee**
Poh Hing Li
Marketing
Sdn. Bhd.
Director



Soh Yok Kim
Nesh Marketing
Sdn. Bhd.
Managing
Director



**President
See Soon Eng**



**Deputy President
Tiew Hock Chuan**



**Vice President
Ng Shei Kwee**



**Vice President
Ko Chin Wai**



**Secretary
Loh Chwee Cheng**



**Assistant Secretary
Ong San San**



**Treasurer
Choon Lee Meng**



**Assistant Treasurer
Wong Su Zane**



**Committee
Ooi Gaik Ean**



**Committee
Khor Phei Cher**



**Committee
Soh Ban Aun**



**Committee
Teoh Kheng Hong**



**Committee
Ding Chiu Hiong**



**Committee
Yee Yeng Yeng**



**Committee
Liew Chooi Mei**



**Committee
Loh Kok Weng**



**Committee
Chong Sze Wei**



**Committee
Tan Peik Khoon**



**Committee
Loo Saw Moay**



**Committee
Chong Siew Shyan**



**Committee
Chin Hon Mui**



Stay True to Our Mission and Original Aspiration

See Soon Eng / President
03.01.2023

Time flies. The 13th council committee has entered the final year.

During the pandemic, the committee members took up the responsibility and faced all challenges without fear. The three goals we set out at the beginning have also respectively been implemented. First, we wished to increase the popularity of Life Line, not only to make the resources easily accessible to the public but also to allow us to gather support and collaboration from different parties. To this end, we launched the "95 Life Awareness Month" event for the first time, initiated courses in the newly established CETC, and introduced the 95 e-Learning platform.



The second goal is to promote Life Line's relationship with the community. We maintained a close relationship with all sponsors and create opportunities for their self-development as well. In addition, we are also establishing a database of supporters in 2023 to optimize connection with our members, sponsors, participants, volunteers, beneficiaries, etc.

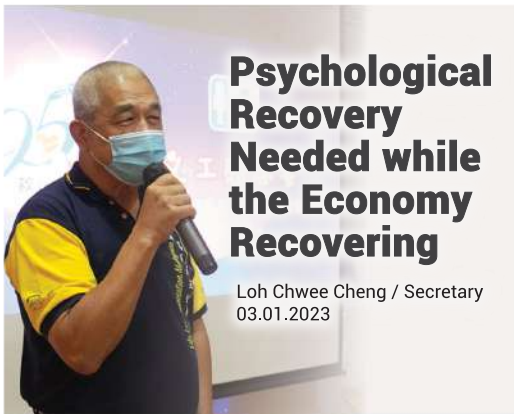


Third, we value internal development. In addition to revising the constitution of the association, we also systematized the operation to make the service run more smoothly and stably. At the same time, we stress professional and personal development among the volunteers.

I would also like to thank all parties that have supported Life Line along the way. With the joint efforts of the entire team, we have achieved all the above constructions well, enabling the effective realization of the vision of Life Line.



In the future, Life Line will assume greater social responsibilities. We hope that we can establish a more complete institutional system, a more professional team, and integrate more community resources. Last but not least, I use our slogan "help others, grow yourself" to encourage everyone - in order to help others, we must constantly improve ourselves.



The society was getting used to living with the virus in 2023. As the economy recovers, people also psychologically adjust themselves after going through various grief, loss, and transitions. At this juncture, Life Line seeks to promote "self-help" and "seeking help" awareness more effectively.

On the aspect of "seeking help", following the 40% increase in mental health sessions in 2021, the number remained high in 2022 at a record of 3,627 sessions. This data reflected the increase in psychological needs and awareness of help-seeking as well. In June, we resumed physical play therapy and had since conducted 164 sessions.

On the aspect of "self-help", as the public's focus returned to daily life topics, mental-health-related media interviews were reduced to 77 sessions. The number of large-scale talks was also reduced and was replaced by workshops of longer duration with a total of 6,170 participants.

Other physical services were also resumed. 177 children from the homes and teenager camps, as well as 538 members of the public, benefitted from the activities of the social care and community service groups respectively.

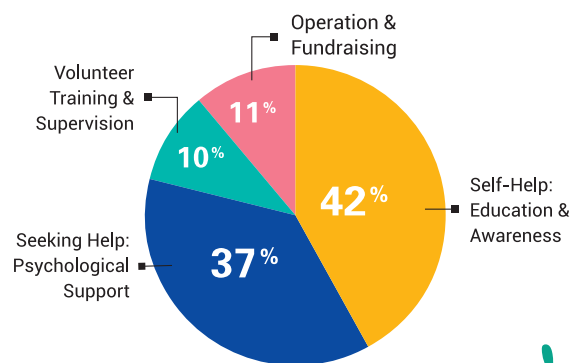
The pandemic taught us to cherish what we have and to be caring. May we maintain a positive attitude of "self-help" and "seeking help" in the new post-pandemic life.



Impacted by the pandemic, Life Line's finance was once in a critical condition. Fundraising was a challenge, especially in encouraging the public to donate regularly. The success rate was low as the public do not understand our services - some have never even heard of LLAM.

To overcome this difficulty, we invited all volunteers to encourage their families and friends to join the donation drive. After a few months, the number of "95 Angels" (regular small amount donors) increased by 40%, contributing a stable monthly income of RM20,000.

Thank you to all committees, volunteers and staff for your understanding, cooperation, and efforts. Together, let's accomplish the mission to recruit 950 "95 Angels" to help more people sustainably and firmly.



Yearly Achievement	2020	2021	2022
Seeking Help			
Mental Health Support: Number of Sessions	2,584	3,613	3,627
Play Therapy: Number of Sessions	109	61	164
Self-Help			
Public Awareness: Number of Participants	5,849	12,265	6,170
Public Awareness: Number of Media Interviews	146	175	77
Social Care: Number of Teenagers Benefitted	90	103	177
Community Service: Number of Participants	725	179	538



For every donation, 40% of the amount was each dedicated to "seeking help" and "self-help" aspects, whereas the remaining 20% was dedicated to training and supervision, as well as operations and fundraising.





227
VOLUNTEERS' EFFORT



14,812
HOURS DEDICATED

We are a non-religious NGO, formed by a group of professionally trained volunteers, working to assist individuals affected by social and psychological issues through emotional support and community-based preventive programs.

In 2022, there are a total of 227 volunteers, including 174 official volunteers and 53 interns and trainees, in the 5 volunteer teams. The total service hours of all teams reached 14,812 hours in the year 2022.

2022 TEAM LEADERS & NUMBER OF OFFICIALLY APPOINTED VOLUNTEERS



COUNSELLING

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



PLAY THERAPY

Leader : Yee Yeng Yeng
Deputy : Chin Hon Mui
17 volunteers



SOCIAL CARE

Leader : Khor Phei Cher
Deputy : Eng Pei Ling
17 volunteers



PUBLIC AWARENESS

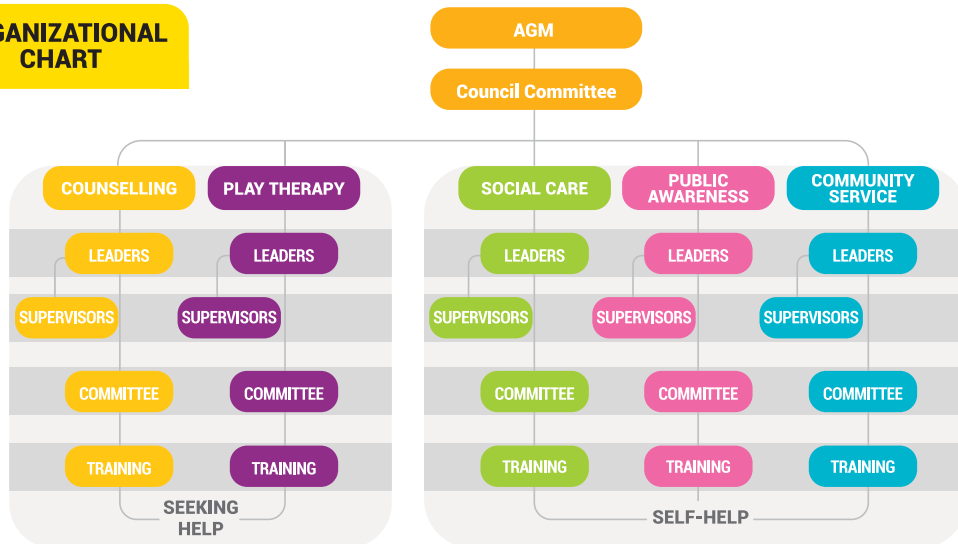
Leader : Liew Chooi Mei
Deputy : Yeo Yan Hoon
17 volunteers



COMMUNITY SERVICE

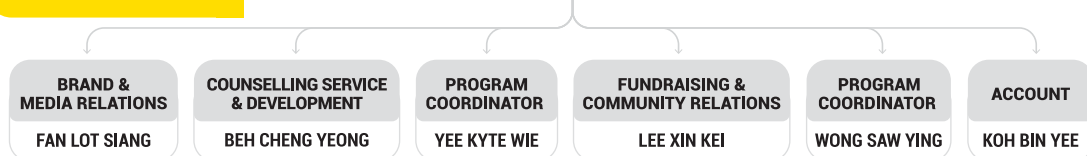
Leader : Heng Lik Ling
Deputy : Chong Yee Seang
Chew Yong Jing
28 volunteers

ORGANIZATIONAL CHART



ADMINISTRATIVE TEAM

EXECUTIVE OFFICER | CHIA SENG



THE PANDEMIC

brought threats and challenges to the people, but also showed us the fortitude and perseverance of human beings.

In 2022, we had successfully launched the new centre CETC, promoted 95 Life Awareness Month, initiated 95 e-Learning platform and created the mascots "Ah Nine" and "Ah Five", etc. We were also actively recruiting new volunteers during the post-pandemic period, while paying particular attention to the adolescent group with the highest suicide rate.

20

HIGHLIGHTS OF

22



Highlight 1

Opening of New Centre, Cultivating More Gatekeepers



On 13 August 2022, with the efforts of previous committees, volunteers and sponsors, the Counselling Education Development & Training Centre (CETC) finally opened! We invited Yeo Yann Yann (95 Ambassador), to give an opening speech, sharing how she implement the spirit of self-help and help-seeking in the difficult moments of her life. To celebrate the opening of the centre, a total of 22 complimentary community programs were conducted for a month. In November, we also officially launched play therapy at CETC.



OPENING MONTH WELFARE ACTIVITIES



Self-help
6 programs, 152 participants



Seeking Help
8 programs, 121 participants



Caring for Teens
8 programs, 112 participants



Successful opening of CETC marked another chapter for Life Line. This new centre aims to provide rooms to generate more trained volunteers, increase knowledge and message awareness into society in supporting the objective of ZERO suicide rate. CETC is FOR Volunteers and TO Society.

Tiew Hock Chuan, Chief Coordinator of CETC Management Committee.

FOUR CORE PROJECTS



Human Resource Development Corporation (HRDC) Certified Course



Lembaga Kaunselor CPD Claimable Course



Collaboration Program with Lifeline International



Community and Family Mental Health Program (SMARTSTART, play therapy & physical counselling)

2020-2023 MANAGEMENT COMMITTEE

ADVISORS

See Soon Eng, Loh Chwee Cheng, Yeoh Hock Choon

CHIEF COORDINATOR

Tiew Hock Chuan

ENVIRONMENT & FACILITIES

Ng Shei Kwee

Chong Sze Wei, Loo Lee Mooi

BRANDING

Ong San San, Choon Lee Meng, Wong Su Zane

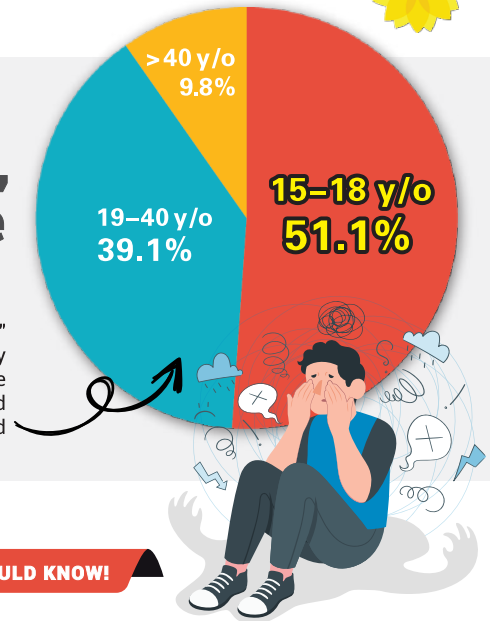
Group representatives:

Tan Peik Khoo, Yee Yeng Yeng, Loh Kok Weng, Ong Cheng Kooi, Heng Lik Ling

Highlight 2

Caring for Teenagers, Sounding the Suicide Prevention Alarm

Many people think that “teenagers don't know the real difficulty” and that their problems will naturally get better after the stormy period of adolescence. However, the suicidal statistics from the Royal Malaysian Police are a stark reminder! Between 2019 and May 2021, more than half of the suicides cases were committed by teenagers between the ages of 15 and 18!



FACTS THAT YOU SHOULD KNOW!



11.2%

of 13-year-olds have developed suicidal thoughts.



Adolescent suicidal ideation increased sharply from **7.9%** to **10%** in between year 2012 and 2017.



40% of teens feel anxious, and **20%** feel depressed, **10%** feel stressed.



In 2019, **424,000** children face mental health problems.

In view of the urgency of this issue, Life Line has launched a special topic of “Caring for Teens”, offering 5 series of workshops, each 7-8 hours long, urging everyone to step up their care for this vibrant group.

- The Psychology of “Little Adults”
- “Finding Your Highlights” Youth Development Group
- “Understanding Emotions through Picture Books” Children's Group
- Practical Workshop on “Sex and Love in Adolescence”
- Practical Workshop on Sexual Diversity



38.5
hours



119
participants

We also continue to promote the “Listen” campaign launched in year 2015, to educate the importance of “listening” in schools and to raise awareness of suicide prevention among the students.



14
lectures



3,599
participants



Highlight 3

Multi-Perspective Approach: United Against Bullying



马来西亚佛教
发展基金会

PERSPECTIVE 1 The Inner Journey of The Victims

At the opening ceremony, there were a series of stations that let everyone experience the inner feelings of the victims in a more immersive way through images, sounds, and story scenarios.



We also invited 3 survivors to give a sharing session titled: "Facing the Bully: A Second Chance in Life" where they shared their trauma from being bullied and the path towards recovery.



Participants joined together for a candlelight vigil to honor those who perished of suicide and offer blessings to the families and friends of the deceased.



PERSPECTIVE 2 Comprehensive Exploration on Bullying via Movies

Two online sessions titled "Let's Watch A Movie. Talk about Life 2.0" exploring the themes of bullying and suicide via K-Drama 'Tomorrow.'



PERSPECTIVE 3 Professional Training on Trauma

Prof. Wu Li Yun from Taiwan led the "Unbearable Weight in Life" workshop 3 weeks in a row. 38 helpers learned to effectively assist clients to heal from psychological trauma.



5-15% of people worldwide are bullied. Bullying could happen to anyone and put a tremendous amount of long-term psychological strain on the victims, who were at least 19 times more likely to have suicidal thoughts.

Bullying had reportedly resulted in tragedies in Malaysia. Bullying, if not addressed in a timely manner, would spiral into various societal issues.

In conjunction with the "World Suicide Prevention Day" on September 10, we launched a series of program under 95 Life Awareness Month with the hashtags of #divide8remove0 and #beabystandernomore, encouraging the public to talk about bullying and discovering ways to reduce its occurrence.



PERSPECTIVE 4 Exploring Meaning of Life through Mindfulness

A group of 10 people completed a 4-week group titled: "Departure-Return to Your True Self".



PERSPECTIVE 5 Bystanders Can Help Too

We invited legal, police, and mental health professionals to contribute to a forum titled: "What Can I Do?". The public has a clear understanding of the specific assistance that can be given to victims. The facilitators also led participants to summarise their learnings through stone painting.



PERSPECTIVE 6 Prevention from Parent-child Bonding

In the parent-child camp "Knowing You from ♥", 31 pairs of parents and kids spent two days and one night reconnecting and rekindling their love and caring for one another.

Parent Feedback



As I couldn't see anything, my son put my hands on his shoulder and said, "Mom, walk slowly, don't worry, I am here." When I knocked into people, he apologised on my behalf. I was extremely touched. Thank you, boy!



After going back, I discovered the magical power of 'praise'. Now I often remind myself to praise my family members and it makes our relationship better and better!



The speaker's method is very helpful for Internet addiction. Now I do my homework every day to sort out my emotions. Our relationship has gradually improved. Also, I am bold enough to trust my daughter to get things done.

Child Feedback



This camp allowed me to spend a lot more time with my mommy. I learned how to communicate with mommy and learn about bullying. I realised that every family gets along differently, and I really enjoyed the activities.



Highlight 4

Breaking The Limits, 95 e-Learning Benefits Each Population

Life Line officially launched the 95 e-Learning platform this year, allowing everyone to watch the recordings of workshops and seminars at their convenience. Since our courses are often held in the evening time or at weekends, this platform offers flexibility to those with a different daily schedule to enrol on the course. Previously, people may have had to take care of their children after work, regularly work on weekends, look after their families during online learning, thus facing difficulties to join the lessons. Now, with 95 e-Learning, you can unlimitedly access the lessons and learn anytime, anywhere.



Highlight 5

95 Mascots Remind “We Are All Here!” in Daily Living



During the MCO, people spend most of their time communicating online. Thereby, we have created two mascots “Ah Nine” and “Ah Five” to personify the “95 Spirit”. Even in the virtual world, everyone can express their care and companionship through a full set of 18 cute WhatsApp animated stickers.

We have also released small pillows and T-shirts with the message “We are here”, hoping that everyone can always remind each other that they are not alone through these merchandise.



Highlight 6

Expanding the Team, Promoting Mental Care in New Normal

During the pandemic, some volunteers ceased their service due to livelihood issues, while the volunteer training was also suspended. Yet, the demand for psychological support was increasing. Therefore, as we are recovering from the pandemic, batches of volunteer training were completed and received welcoming responses.

**23RD & 24TH
COUNSELLING
VOLUNTEER
TRAINING**

83
PARTICIPANTS

**12TH SOCIAL
CARE VOLUNTEER
TRAINING**

19
PARTICIPANTS

**11TH COMMUNITY
SERVICE
VOLUNTEER
TRAINING**

15
PARTICIPANTS

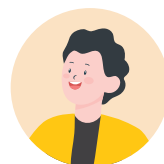
HOW DOES THE PANDEMIC AFFECT VOLUNTEERISM?



**COUNSELLING
GROUP TRAINEE**

I joined the counselling club during secondary school. As many NGOs ceased operations during the pandemic, I decided to recommit to counselling service. I was concerned about the "bad vibes" of the help-seekers and the financial stability of the association. As I learned that Life Line has a well-established supervision and fundraising systems, I gained confidence. I hope to contribute my part to achieve 24-hour phone counselling service.

I had always wanted to join the volunteer training but did not manage to. During the pandemic, I had to look after my severely ill family member in the hospital which made me felt depressed and helpless. It took me a few months to regain my life goals. From this incident, I experienced the hardships dealing with emotional disturbances. Therefore, when I learned that many others were suffering like me during the pandemic, I wished to contribute something for them.

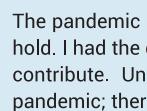


**COUNSELLING
GROUP TRAINEE**



**SOCIAL CARE
GROUP TRAINEE**

During the pandemic, I learned a lot from Life Line's sharing on the radio which provoked my interest in counselling services; however, I am concerned about my ability. So, upon knowing about the social care service for teenagers, I immediately signed up for the training. I had always wanted to be a volunteer, especially to provide psychological services, but I was focusing on my family previously. Now that my children have grown up, I have time to pursue my passion.



**COMMUNITY SERVICE
GROUP TRAINEE**

The pandemic slowed my life pace down, allowing time for me to do things which I put on hold. I had the quiet space to ponder upon the meaning of volunteering and my capacity to contribute. Unlike most others, my livelihood and finance were not affected by the pandemic; therefore, I decided to join the training.

SECONDARY PREVENTION

PSYCHOLOGICAL SUPPORT

- ☀️ COUNSELLING
- ☀️ PLAY THERAPY

SEEKING
HELP



救吾

PRIMARY PREVENTION

EDUCATION & AWARENESS

- ☀️ CARING FOR TEENAGERS
- ☀️ COMMUNITY EDUCATION
- ☀️ COMMUNITY WELFARE

SELF-HELP



SPIRIT

THE CORE OF OUR SERVICE

"95" is derived from the phrase "help me" in Mandarin, promoting the awareness of "self-help" and "seeking help" - 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).

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

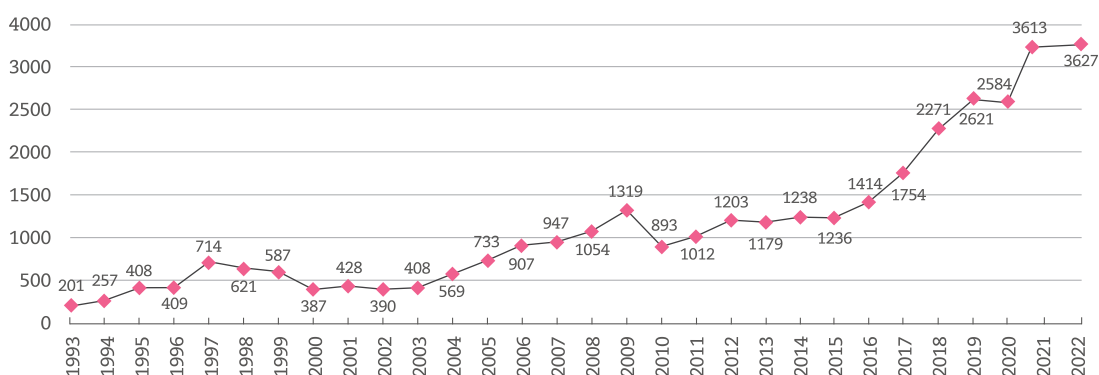
Seeking Help 1

Extension of Mental Health Helpline Hours, Providing Prompt Support

The pandemic has kept the number of people seeking mental health support at a high level in recent years. Since 2021, we have provided more than 3,500 sessions of emotional support for continuous years. Among them, the number of help-seekers revealing suicidal ideation is also increasing. In 2022, a total of 294 help-seekers expressed suicidal ideation, accounting for 8.1%.

Adhering to the concept of "Help is as close as a phone call", we continue to provide services and extend the mental health helpline hours even during the difficulty of the pandemic period so that more signals for help can be received in time to support them.

Statistic on sessions provided over the years



OUTCOMES OF EXTENSION PROJECTS IN 2022



Expansion of Volunteer Team

22nd batch - 10 interns enrolled
23rd batch - 27 trainees enrolled
24th batch - 15 participants completed second stage



Expansion of Supervisor Team

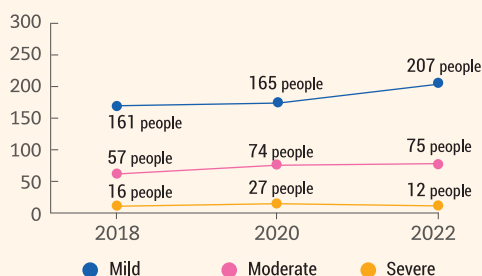
28 senior volunteers enrolled



Extension of Daytime Mental Health Helpline

Jan 2022:
Wednesday afternoon session initiated

STATISTICS ON SEVERITY OF SUICIDAL THOUGHTS



TOTAL SESSIONS OF MENTAL HEALTH SUPPORT IN 2022



Mental Health Support through Helpline:
2,615 sessions



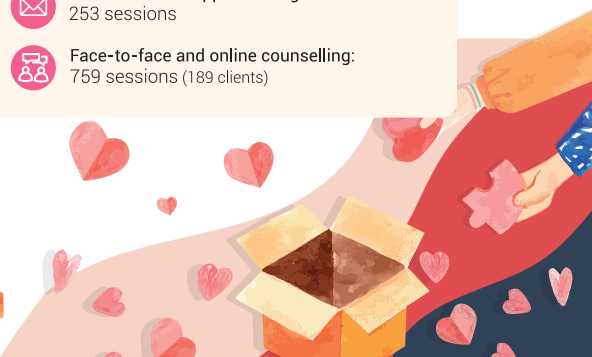
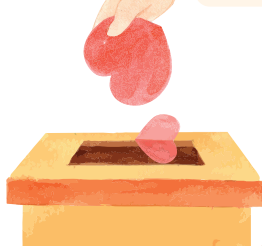
Mental Health Support through Email:
253 sessions



Face-to-face and online counselling:
759 sessions (189 clients)



▲ The 2nd Supervisor Training



Seeking Help 2

One-to-One Play: Care towards Children's Post-Pandemic Development

Due to safety concerns during the pandemic, play therapy could not be conducted in physical settings. Hence, we introduced online play therapy in October 2021, while physical play therapy was resumed in June 2022 at SJK (C) Jalan Davidson, Life Line, and CETC. In 2022, we conducted 164 play therapy sessions for 28 children.

PLAY THERAPY STATISTICS 2022



Online Play Therapy:
8 children,
38 sessions



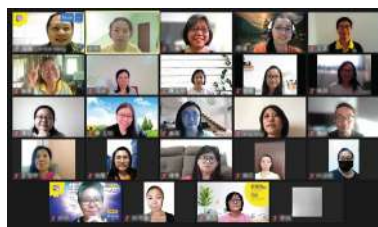
Physical Play Therapy:
20 children,
126 sessions



▲ Family experiential activities held in conjunction with the CETC opening month.



▲ Resumption of the physical parenting group in 2022.



▲ Play therapy volunteer meeting.

Self-help 1

Experiential Activities: Helping Children from the Homes to Self-Explore

In 2022, we resumed our regular visits to the children's homes, conducting experiential activities with different self-exploration themes. Besides, volunteers also continued to run interactive picture book sharing online for the children. This year, we served for Rumah Charis and House of Joy, completing 12 service sessions which benefitted 177 children.

CHILDREN'S HOME SOCIAL CARE SERVICE STATISTICS 2022



Online Service:
8 sessions,
141 participants



Physical Service:
4 sessions,
36 participants



▲ Volunteers conducted series of self-exploration activities at the children's home.



▲ Children from the homes participated in online picture book sharing session.



▲ 33 teenagers participated in group activities during CETC opening month.

Self-help 2

Taking Advantage of Dual Mode in Promoting Post-Pandemic Psychological Growth

PUBLIC AWARENESS PROGRAMS IN 2022



59

Sessions



279

Hours



6,170

Participants



The pandemic has led to a trend towards online courses while opening up more opportunities to learn from foreign instructors. To this end, we have conducted several professional online courses, such as "Learning to Be A Companion" and "95 Learn From Home". With no geographical limitations, costs were reduced and it is easier for students from all over the world to participate.

With the pandemic under control and the resumption of physical classes, Life Line speakers led workshops with experiential activities, such as "Caring for Teens", "Listen", "HRDCorp Workplace Power", "CETC Opening Month", "95 Life Awareness Month", etc.

25 WEBINARS, RECEIVING OVER 4000 SUPPORTS



"Learning to Be A Companion" online charity fundraising sessions started in 2020, hoping that participants will gain companionship in three ways: self-companionship, companionship with others and companionship for Life Line's callers supported by the donations.

	2020	2021	2022
PARTICIPANTS	1,176	1,799	1,151
FUNDRAISE	RM50,350	RM40,743	RM86,350
95 ANGELS	45 newly joined	34 newly joined	195 newly joined

SPECIAL THANKS TO THE LECTURERS FOR THEIR GREAT SUPPORT

Wang Jung Yi
(TW)Dr Lo Yao Ming
(TW)Lu Chi Kui
(TW)Dr Yeung Ka Ching
(HK)Dr Wu Li Yun
(TW)Dr Nick Tse
(HK)Yeo Yann Yann
(95 Ambassador)

95 LEARN FROM HOME



#居家心成长

Since online courses are mostly uni-directional and fragmented, we launched the "95 Learn From Home" series. Each course took 6 to 20 hours and comprised of discussions and practices. Over the past three years, a total of 33 courses have been held, benefiting more than 3,000 participants.

THEMES

SELF-GROWTH

Self-reconciliation / Personality psychology / Self-growth / Mindfulness / Female psychology / Money / Sex psychology / Emotional stability in the workplace / Dreams / Understanding life stories

FAMILY

Parenting of ADHD children / Self-care of parents / Marriage / Internet addiction / Youth life planning / Picture books on emotions / Premarital education

COUNSELLING SKILLS

Gender Diversity / SFBT / Financial Distress / BPD / Sexual Harassment / Family Play Therapy / Domestic Violence / Motivational Interviewing / Involuntary Cases / Partner Counselling

Self-help 3

Calling for Community Effort, to Promote Social Welfare

Tong Sim Senior Citizen Care Centre's sanitation was quite bad during the two-year MCO period. As a result, our volunteers launched a campaign to replace a new batch of mattresses and pillows for the centre and successfully received support from a pest control company.

We also gathered different resources to help those in need. We jointly organized a blood donation campaign with the Lions Club of Kuala Lumpur; we also collaborated with Persatuan Kebajikan Chui Sui Malaysia to distribute the essential goods to Tong Sim Senior Citizen Care Centre (Kwong Tong Cemetery), Pertubuhan Kebajikan Amal Warga Emas Sehati Kuala Lumpur Dan Selangor and Hao Dak Old Folks Home Kepong.



Community Services in 2022



8 SESSIONS
Nursing homes visiting, 138 people participated.



4 SESSIONS
Blood donation drives, 382 people registered, and 292 blood packs were raised.



3 SESSIONS
Aid distribution, a total of 190 people benefited.

Self-help 4

Self-Development for Helping The Others

"Life impacts life" is one of our fundamental tenets. Therefore, the volunteers participated in a variety of training to ensure the quality of services provided. We need to maintain our physical and mental health in addition to professional development.



Counselling Group



▲ Pastel Nagomi Art (2 Hours) , Art Therapy (2 Hours) , Experiential Emotional Somatic Awareness (10 Hours)

Play Therapy Group



▲ Movie Sharing (3 Hours) , Group Supervision (12 Hours)



Social Care Group



▲ Bully (7 Hours) , Encounter Group (2 Hours)



Public Awareness Group



▲ Mindfulness-Based Cognitive Therapy (16 Hours)



Community Service Group



▲ OH Card (4 Hours)

Grateful to Have You Along the Way

Life Line has been promoting mental health services in Malaysia for over 30 years. In addition to the dedication of the council committees, volunteers and staff, we also relied on the support and achievements of partners in various fields.

Life Line is a multi-dimensional yet interactive helping system composed of various groups, which jointly support an efficient and sustainable helping force, and drive society towards the vision of zero suicide.



Allies 1

Lifeline International

Lifeline International consists of 21 countries, with more than 200 centers. Due to different national conditions, the focus of suicide prevention may be different but every country faces similar challenges on the stigma and the limited resources available. Therefore, the 95 Spirit that Life Line Malaysia has been promoting to the community is a key prevention strategy.

Thilini Perera, CEO of Lifeline International (LLI)



▲Through the volunteers' sharing, Thilini marvel at the enthusiasm and sense of mission of our volunteers, as well as their perseverance in answering calls for years.

In recent years, we had more collaboration with LLI and the member countries. In addition to learning from other countries, it also gives us the opportunity to share Malaysia's experience of diversity and self-reliance.

In August 2022, Thilini visited Malaysia and had in-depth exchanges with volunteers and committees. Several transnational collaborations have been suggested including suicide decriminalization campaigns, call systems, disaster relief, texting services, volunteer exchange programs etc. LLI also allocated funds to support the "Caring for Teens" project in 2023.



▲ Thilini and Dato' Andrew (MMHA Chairman) congratulated the newly opened CETC.



▲On 10 October, member countries of LLI recorded a promotional clip in response to the theme of International Mental Health Day, "Make mental health a global priority".

SU ZANE WONG WAS AWARDED THE "ANNUAL INTERNATIONAL OUTSTANDING VOLUNTEER OF THE YEAR AWARD"

The "Annual International Outstanding Volunteer of the Year Award" was first established by LLI to affirm and encourage the contributions of volunteers from various countries. Countries are invited to recommend outstanding volunteers, who demonstrate initiative; excellence, community spirit, capacity building and leadership. In the end, Su Zane Wong, our senior supervisor, stood out from the volunteers from the five countries and became the winner of this award for the first year.

Su Zane joined the Life Line in 2000, and currently serves as the deputy treasurer, the leader of the counselling supervisors, senior trainer, and play therapy volunteer. She has improved the volunteer training and crisis management system, established the supervisory training system, supported the extension of counselling hours, and dedicated herself to raising public awareness of sexual assault and domestic violence.

This award belongs to all teammates in Life Line, including directors, volunteers, admins and sponsors. Thank you everyone for making me feel loved and supported in this family. This prompted me to devote myself for more than 20 years and practice the philosophy of 'helping others, growing myself.

Su Zane



Allies 2

Government and Counselling Agencies

Life Line works closely with the government and various counselling NGOs. Through mutual learning and resource integration, the effectiveness of promoting mental health is markedly enhanced.



Awarded Sijil Pengiktirafan Negara



During the inaugural ceremony of National Mentoring Month in October, Life Line was awarded Sijil Pengiktirafan Negara from the Ministry of Women, Family and Community Development (KPWKM). We would like to thank the International Counseling Association of Malaysia (PERKAMA) and the Malaysian Counseling Board (LKM) for their nomination and recommendation on this national recognition and honour. Life Line was also invited as a strategic partner of the International Counselling Convention 2022 organized by PERKAMA.



Participated in the revision and research of premarital education



We have jointly organised SMARTSTART premarital education program with National Population and Family Development Board (LPPKN) for 16 years. Since 2019, we were invited to consult on the revision of this program. We also participated in a research project on the effectiveness of this program initiated by the National Chinese Community Counseling Association.



Expanding courses in Mandarin, benefiting the Chinese community



In 2021, The Green Ribbon Group, founded by Tengku Puteri Raja Tengku Puteri Iman Afzan, and the Malaysian Mental Health Association (MMHA) jointly launched a community-based seminar "A Conversation on Suicide". Life Line was invited to conduct the Chinese version of this program and has started 5 sessions so far, with a total of 40 participants. At the same time, we also cooperated with MMHA on the Chinese version of the "Caregiver Support and Education" Program. Two sessions for volunteers and two sessions for caregivers were completed, benefiting a total of 64 participants.



Allies 3

Media & Celebrities

In 2022, we continued to cooperate with Ai FM and Feminine Magazine with regular interviews every month. Life Line's speakers are also invited to receive interviews from different newspapers, radios, TVs and self-media. We make use of various media outlets to stay connected with the public on the mental health issues.



77 INTERVIEW SESSIONS COMPLETED



Many artists and DJs lent a helping hand throughout the period of recruiting new volunteers and promoting the "Learning to Be A Companion 3.0" charitable webinars. We were grateful for the assistance from My Cousin, Chan Fong, Miao Miao, Joycelyn Chu and Tan Chia Yong for calling their viewers to support Life Line.

Special thanks:

Gan Mei Yan, Lenna Lim, KeQing, Min Ming, Li Qiang, Desmond Tey, Boey Teoh, Wayne Lee, Goh Wee Ping, Koe Yeet, Chrystina Ng, Emily Ng, Wan Wai Fun, Kyan, Rickman Chia, Fish and Chilla Cha.



YEO YANN YANN: 95 AMBASSADOR



Asking for help is not a sign of weakness, and there is no shame in doing so. You are the brave one who is willing to ask for help.

Winner of The Golden Horse Award for Best Leading Actress, Yeoh Yann Yann

Gone through the ups and downs of life, Yann Yann very much agrees with the mission of Life Line and admires the contributions of the volunteers. She thus dedicates herself as the "95 Ambassador", actively spreading awareness of "self-help" and "seeking help" to the public.



Allies 4

Enterprises

Life Line's services have been long supported by the Corporate Social Responsibility (CSR) of a number of enterprises since establishment. Recently, we have been certified to offer HRDCorp training for enterprises to raise awareness of workplace mental health.

HRDCORP CLAIMABLE COURSES

- Empathetic Leadership
- Emotional Intelligence in Workplace
 - Mindfulness in Workplace
- Time Management and Self-care.
- Effective Communication



MY STARFISH FOUNDATION

My Starfish Foundation, under the leadership of PK Cheng, has continuously funded our social education programmes since 2014. The Foundation has actively promoted "Seven Habits of Highly Effective People" recently and offered in-house training for Life Line in 2022. To get ready for the constantly growing volunteer team, 25 committee members and volunteers attended the training.



Allies 5

Cross-Ethnic Services

Cross-ethnic service serves as one of the important developmental objectives of Life Line. In 2022, we joined hands with 12 partners to provide mental health services and courses for different ethnic groups.



SMK Pusat Bandar Puchong 1

SK Mantin Negeri Sembilan

SMK Raja Lumu



Allies 6

Dedication Award Winners



Tan Hoon Kian

Counselling
(15 years of service)

I am most grateful for Mr Hu, who gave me largest support during my early years in Life Line. When he was leading a group, he used to ask "What is your purpose? What is beneath your thoughts?" - yet he never gave answers. This cultivated my habit to explore beyond the surface.

He loved to place me in his group during training. Although tiring, his style unleashed my potential and enhanced my competency. He has exposed me to a lot of experience in leading different groups.

Mr Hu always told me to "just do it". This is why I remain as the guest speaker on national radio stations today. Nowadays, I continue my service using his style: "What is beneath your thoughts?"

Thank you Life Line for affirmations, and providing the platform for me to self-develop.

Under the encouragement of my husband, I started volunteering, as well as self-exploration. Many years have passed, and I will still be on this journey.

Therefore, I am most grateful for my husband. I also want to thank my partners in Life Line for their companionship. Thank you, everyone.



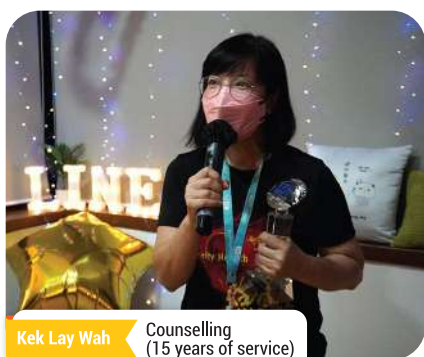
Tee Bee Ling

Counselling
(15 years of service)

From a newbie, I have become a volunteer trainer, and today the assistant leader of the counselling supervisor. I have learned and grown a lot in this journey.

I was at a low ebb a few years ago. Like other help-seekers, I was struggling and had little trust in others. Until there was no other option, I had to face my own helplessness and feelings of shame. I am grateful for Su Zane who agreed to support me through the difficult times. This precious experience allowed me to empathize with the help-seekers and to accept them better.

These 15 years have been a long loving journey. Thank you Life Line, all friends and supervisors. I will keep up my efforts.



Kek Lay Wah

Counselling
(15 years of service)



Grace Tan Sin Yin Social Care
(10 years of service)

Wong Yoke Leng Social Care
(10 years of service)

Liam Chee Sim Social Care
(10 years of service)

I always serve with a grateful heart. If it were not for learning in the social care group, I would not have performed confidently in my job interview as a school counsellor in secondary school. I also applied my learning of positive affirmation to the students to increase their group cohesiveness. Then, when I went out of my comfort zone to work as a university counsellor, I implemented my learning of group leading into conducting workshops and groups.

In the past decade, I have acquired various competencies through trust, acceptance and tolerance of my supervisors and groupmates. I no longer fear trying and failing in the journey of helping others.

Besides my love for children, another reason for me to join the social care group is the learning opportunity gained from the service. It is tiring but I am always touched when I hear the children calling me "Sister Banana". Apart from planning and preparing props, I also bake desserts for the children for them to feel our warmth and care.

I am most thankful for my first training leader, Cheng Kooi. I remember her saying, "When someone has done well, we must say it out loud for their efforts to be seen and affirmed." I learned how to affirm others and uphold this practice in my personal and teaching life.

I would like to thank Life Line for providing the platform and opportunity for me to learn, serve, and create self-worth. Thanks to all the "family members" in the social care group for the fun and experiences in organising activities together. Thank you for the companionship and these touching moments are the precious memories of my life.



Wong Yoke Cheng Community Service
(10 years of service)

A senior once said: "The old folks at the homes may not recognise us but they definitely recognise the yellow flower on LLAM's T-shirts." Hearing this, I knew that the warmth of the social care group has a significant place in the hearts of the elderly.

I am very thankful for everyone who completed my volunteering journey, especially my former leader, Wei San, who taught me to be passionate in my service. Hope LLAM's mission to help can be passed on continuously.



Allies 7

Sponsors

GOAL: 950 REGULAR DONORS

$$\begin{array}{c} \text{Sponsor} \\ \text{per month} \\ \text{RM } 30 \end{array} \times \begin{array}{c} \text{per year} \\ \text{RM } 365 \\ \text{RM1 per day} \end{array} = \begin{array}{c} \text{close to} \\ \text{RM } 360,000 \end{array}$$

(Annual expenses for Life Line)



"95 Angels" are regular sponsors that commit themselves to donate one ringgit a day to support the service of Life Line.

We are calling a total of 950 people to join this effort. Small and regular donations add up to create a stable financial source for the organization. Volunteers can be more systematic and organized in promoting services, and continue to reach out to more children, teenagers, adults and seniors.

We sincerely invite you to give financial support within your ability, so that we can be more stable on the path towards the vision of "Zero Suicide Society".

WITH RM1 PER DAY, YOU CAN HELP



Counselling

7 adults to receive counselling service



Play Therapy

1 underprivileged child to receive 12 play therapy sessions.



Social Care

3 teenagers to self-explore via experiential activities



Public Awareness

15 people to learn self-help and help the others



Community Service

Contribute to 2 hours of social welfare

REGULAR SMALL SPONSORSHIP TYPES

- ☐ Donate RM30 per month
- ☐ Donate RM365 per year
- ☐ Others (Customize)

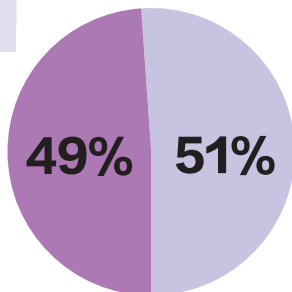
BE OUR SPONSORS NOW !



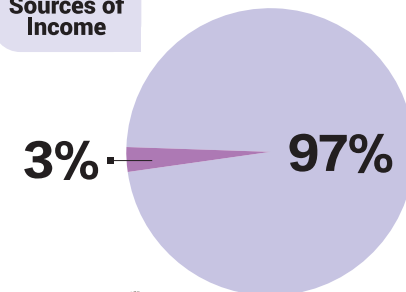
FOR ENQUIRY :

011-1092 1995

Previous Sources of Income



Ideal Sources of Income



Support from 95 Angels



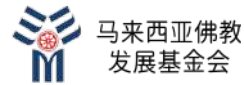
Unstable Sources
(eg. one-off donation, charity banquet, government subsidies)



Stable Sources
(eg. activities registration fees & 95 Care Fund)



THANKS FOR YOUR GUARDIAN



胡相华夫妇
Mr & Mrs Oh

叶润莉
Yap Yoon Lee

李丽琼
Lee Lai Keng

YB黄思汉
YB Ng Sze Han

王智伟博士
Dr. Ong Chee Wee

王丽娜
Ong Lay Na

Jason
Je Fong Meng

继程法师
Chi Chern

ONE-OFF DONATIONS

BANK ACCOUNT

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

Online / Bank Transfer



E-Wallets Touch'n Go & Duit Now



Touch'n Go



Duit Now

*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 T-SHIRT

"Ah Nine" on the front of the T-shirt seems to be alone, but "Ah Five" behind it is always by his side, recalling us the experience of being supported and cared for. The slogan "We are here" reminds everyone to care for our beloved and to take care of ourselves as well.



95 PLASTER



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



ORDER NOW!

- Charity Merchandise: 95 T-shirt, 95 Plaster
- Exclusive Publication: Listen, Play Therapy, Energy Cards
- Recent Activities and Courses
- 95 e-Learning

ARE YOU LOOKING FOR A SUITABLE EVENT VENUE?

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

*95 Angels, Life Line volunteers and NGOs can enjoy a 40% discount~




FOR ENQUIRY!





我们需要950人定期捐款! 让助人工作更稳定!

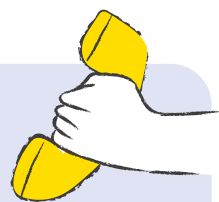
诚邀您每日捐献一令吉 (RM1)，成为95爱心使者，让义工们帮助更多有需要的人。您也将受邀参加免费或优惠课程，帮助别人也成长自己！欢迎  011-1092 1995 了解更多。

自动转账服务

- ☐ 每月捐獻 RM30
- ☐ 每年捐獻 RM365
- ☐ 其他 (自定义)

辅导热线

03-4265 7995



电邮辅导: counselling@lifeline.org.my

面谈辅导：需事先于官网预约

*欲知最新的辅导时间, 请浏览网站。



**扫描订阅
活动资讯!**



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Setiawangsa, 54200
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 马来西亚生命线协会

