

# Food Rescue and Smiles Program

Report card for The Food Purveyor retail group



The Food Purveyor (TFP), through its Food Rescue Program and CSR Smiles Program, has joined forces with various social enterprises and non-profit organisations to combat food insecurity and bring cheers within our community across different cultures dan religions. Our collaboration has achieved significant results that have brought about positive change for Malaysia's underserved and vulnerable communities.

## 1 REDIRECTING SURPLUS FOOD TO COMBAT HUNGER AND FOOD INSECURITY

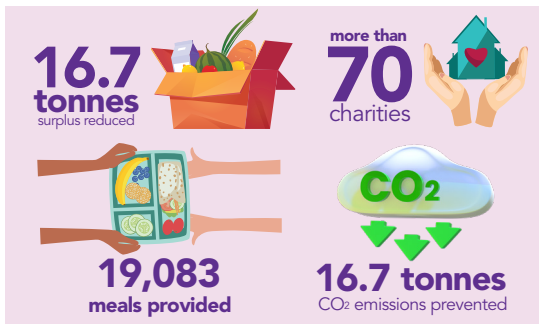
Since January, a total of **6.7 tonnes** of excess food (equivalent to **19,083 meals served**) was donated and distributed to more than **70 charities** across the city. This program has diverted food from landfills and prevented about **16.7 tonnes** of greenhouse gas emissions.



**RM57,600**  
bites donations



**288,000**  
meals provided



A new initiative called the BITES Loyalty programme was also launched for shoppers to donate their BITES points to a good cause, reaching **RM57,600** in donations so far, equivalent to **288,000** meals.

## 2 THANK YOU, HEALTHCARE WORKERS

In January 2021, TFP relaunched a 10 per cent discount for healthcare workers during the COVID-19 pandemic. This benefit is granted to doctors, nurses, pharmacists, and medical staff who show their employment ID at Village Grocer, Ben's Independent Grocer (B.I.G.), BSC Fine Foods, and Pasaraya OTK outlets. As a result, over **10,000** healthcare workers have redeemed the discount, totalling a saving of over **RM800,000**.

**OVER**  
**RM800,000**  
discounts benefited  
healthcare workers



## 3 CELEBRATING INTERNATIONAL DAYS

### World Health Day – Free One Banana for Your Child

**Eighty cartons of free bananas** were given to kids aged 12 and below during World Health Day from 7<sup>th</sup> to 11<sup>th</sup> of April. To encourage children to have early healthy eating habits for good health while celebrating this year's theme- building a fairer, healthier world.



**80** cartons of free bananas were given to aged 12 and below

## 4 SUPPORTING UNDERSERVED AND VULNERABLE COMMUNITIES

### Supporting welfare centre of severely disabled children

A new initiative was launched in February 2021 for BITES Loyalty members to donate 500 Bites points (equivalent to RM5) to The Society for the Severely Mentally Handicapped, Selangor and Wilayah Persekutuan (SSMH). Each donation helped to fund life skills training for special needs children.



The one-year initiative has raised **RM23,591** equivalent to providing **97** therapy sessions

The therapy sessions have helped the children to adapt to

primary gross motor functions such as walking and standing.

### Teachers Day

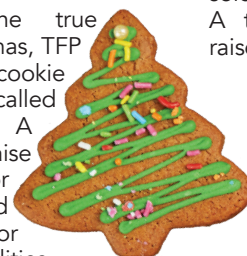
TFP launched a 10 per cent discount to all teachers in Malaysia to thank them for their unwavering support and selfless contribution during the Happy Teacher's Day celebration, totalling up to **RM10,063** worth of discount.



**RM10,063** worth of discount were given

### A cookie for a smile

To celebrate the true meaning of Christmas, TFP organised a cookie charity campaign called "A Cookie For A Smile" to raise additional funds for SSMH to help fund life skills training for children with disabilities.



Fifty cents or 50 BITES points for every gingerbread cookie sold were donated to SSMH. A total of **RM3,501** were raised through this campaign.

## Supporting underserved communities in Kuala Lumpur and Selangor During Ramadan.

In partnership with PichaEats, TFP funded **RM10,000** worth of meals (equivalent to **843** meals) distributed to **6** selected orphanage homes, refugee schools, and underserved communities in Kuala Lumpur and Selangor. This initiative has provided food security for children and families affected by the COVID-19 pandemic during Ramadan. It includes:



- Ampang Rohingya School.
- CSO Cheras. • PPR Seri Alam.
- PPR Bukit Jalil. • Pertubuhan Kebajikan Anak-Anak Yatim UMMI Selangor.
- Pertubuhan Rumah Anak Yatim Miskin Daerah Kuala Langat.

**843** meals distributed to **6** selected and vulnerable underserved communities in Kuala Lumpur and Selangor

## Unity Ribbon with Projek57

In conjunction with the Merdeka Day and Malaysia Day celebrations, TFP supported Projek 57 to promote Unity Ribbon campaign as a symbol of HOPE, reminding Malaysians that No Matter What, We Will Get Through This Together! during the COVID-19 pandemic.



**925**  
RIBBON SOLD  
**100%**  
PROFITS CHANNLED TO THE ORANG ASLI

Available at TFP stores, the handmade Unity Ribbons were produced by the underprivileged and sold at RM3.00 each. **925** ribbons were sold, and 100% of profits were channeled to the Orang Asli community in Kelantan.

## Bringing smiles through nutritional food



In a bid of building a healthier nation, Village Grocer has partnered with ParkCity Medical Centre to sponsor 200 bags containing nutritional food such as banana, milk, and wholemeal crackers to 200 vulnerable Kepong. The event was organised under the medical centre CSR programme to enlighten parents and children on the importance of choosing healthier food.

**200** bags of nutritional food to **200** vulnerable Children

## Bringing Deepavali cheers to orphanage homes



For this year's festival of lights, TFP donated **food supplies** and **hygiene care** items worth **RM2,640** to two orphanage homes in Klang Valley, i.e. Rumah Kasih and Agathians Shelter.

## Food aid programs

### Box of Hope

In partnership with Air Selangor and Yayasan Food Bank Malaysia, we have set up a food donation box to encourage our customers to donate essential food items at selected Village Grocer outlets across Selangor, Kuala Lumpur and Cyberjaya. The items collected from these boxes were distributed to the various charities associated with Yayasan Food Bank Malaysia.



A total of **999** boxes containing **essential food items** have been

### Children Training Centre

In support of Children's Training Centre (CTC) and the refugee children that they support, in September, we distributed **essential grocery needs to 106 refugee children and their family in KL worth over RM4,500**. Each grocery bag contains dry food items to last a family of four for 5 to 10 days.



collected and distributed to **999** community groups from families, orphanage homes, and special needs child centres affected by the pandemic and flood within Klang Valley.

### #myTukarCares

In July 2021, TFP joined hands in a fund-raising campaign with myTukar to provide essential grocery needs assistance to communities in need during the pandemic. We have donated **100 food boxes worth RM10,000** to selected NGOs involved in this campaign.

### BitesCarePantry

Through our online shopping platform – Bites Shop, we have initiated a BitesCare Pantry package campaign that allows our online customers to donate grocery needs. The care packages were sent to the families and homes needing help.

## 5 SAVE OUR MARINE TURTLE CAMPAIGN

In partnership with WWF-Malaysia, a total of **RM13,509** has been raised through the BITES donations to support **one nesting season** that will help mother turtles and their hatchlings to have a higher survival rate.



## 6 SUPPORTING FURRY FRIENDS

In December 2021, TFP launched one year campaign to support SPCA Selangor's efforts to feed over 130 cats and dogs in their care. The campaign encourages BITES Loyalty members to donate 500 Points (equivalent to RM5) to provide three meals for a cat or one meal for a dog and ensure these furry animals have sufficient food.

