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A report by The Salvation Army Malaysia Region



MISSION STATEMENT

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by love for God.

The mission of The Salvation Army is both spiritual and practical: preaching the gospel of Jesus Christ; transforming lives through the power of the Holy Spirit; caring for people in God's name; and meeting human needs without discrimination.

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Cover Rationale: The cover of The Salvation Army Malaysia's annual report features an image of two sacks of rice, symbolising our commitment to addressing food security and providing essential resources to those in need. The choice of this imagery reflects the core values of our organization: Hope, Resilience, and Unity. Hope is represented by the abundance of rice, signifying nourishment and the promise of a better tomorrow. Resilience is illustrated by the sturdy sacks, highlighting the strength and perseverance of our organisation and the communities we support. Unity is conveyed through the shared resource of rice, emphasising the collaborative efforts of our volunteers, donors, and partners in creating a more equitable and supportive environment. The accompanying words on the cover highlight the diverse range of services we provide. These words encapsulate our holistic approach to community support, addressing various needs and ensuring comprehensive care for all. The cover serves as a visual testament to our achievements over the past year and our ongoing dedication to transforming lives and communities. It invites readers to delve into the report and discover the stories of hope, resilience, and unity that define The Salvation Army Malaysia.

MESSAGES FROM OUR LEADERS



DEAR FRIENDS,

I am honored to present our Annual Report for 2024, a year defined by impactful humanitarian efforts and unwavering dedication to our mission. Our commitment to alleviating suffering and fostering hope has enabled us to make significant strides in communities around Malaysia.

Throughout the year, we have faced numerous challenges, yet our resolve has never wavered. Our dedicated team and volunteers have worked tirelessly to deliver aid, support, and compassion to those in need. I extend my deepest gratitude to each individual who has contributed to our success.

As we look to the future, we remain steadfast in our mission to provide relief and promote human dignity. We are excited about the opportunities ahead and confident in our ability to continue making a meaningful difference.

Thank you for your unwavering support and trust in The Salvation Army.

God bless you,

COLONEL RICHARD BORRETT |
Colonel, Territorial Commander,
Singapore, Malaysia, Myanmar
and Thailand Territory



DEAR FRIENDS OF THE SALVATION ARMY,

As we look back on the past year, I am deeply grateful for the progress we've made in serving our communities across Malaysia. Together, we have empowered children, youth, families, the elderly, and individuals with special needs—staying true to our mission of breaking the cycle of poverty and nurturing confident, contributing members of society.

In 2024, we focused on healing from past traumas, building self-confidence, and equipping individuals with essential life and safety skills. Our vocational training programs opened doors to employment for youth, while our educational initiatives supported children from underprivileged backgrounds. We also strengthened families through counselling and support services, fostering resilience and unity.

Our elderly care services continued to provide compassionate, holistic care in a peaceful setting. At Hopehaven Special Needs Care

Centre, the launch of Project Hope Bakery gave students valuable skills and a path toward financial independence. In times of crisis, our emergency response teams reached over 7,000 individuals affected by 25 natural disasters—contributing meaningfully to sustainable development goals.

Through Red Shield Industries, we promoted environmental sustainability by recycling and reusing donations, which in turn supported our social service programs. Stories like John Chung's academic success and Victoria's heartfelt gratitude remind us of the real and lasting impact of our work.

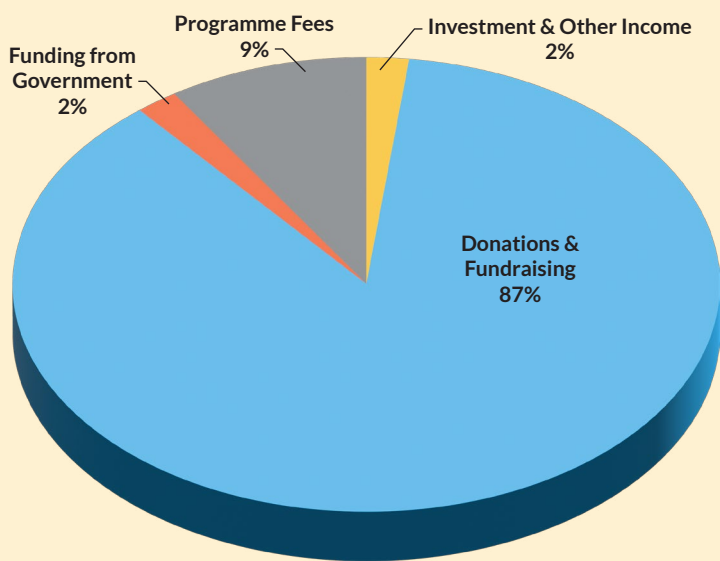
To our dedicated staff, generous donors, and supportive community—thank you. Your unwavering commitment enables us to continue transforming lives across Malaysia.

With sincere appreciation,

CAPTAIN ANDREW LO |
Regional Officer
Malaysia Region

The Salvation Army Malaysia Social Fund Summary Financial Statements for the Year Ended 31 December 2024

OPERATING INCOME 2024



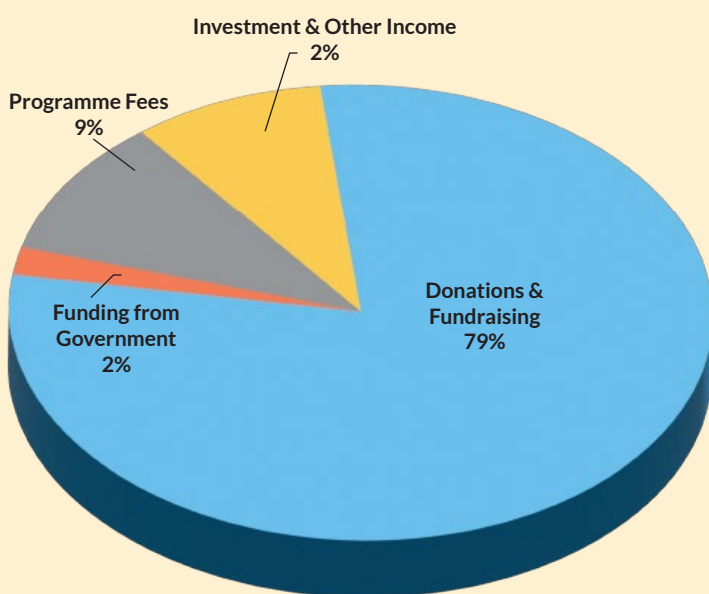
2024

OPERATING INCOME

Donations & Fundraising	87%
Funding from Government	2%
Programme Fees	9%
Investment & Other Income	2%
Others	8%

100%

OPERATING INCOME 2023



2024

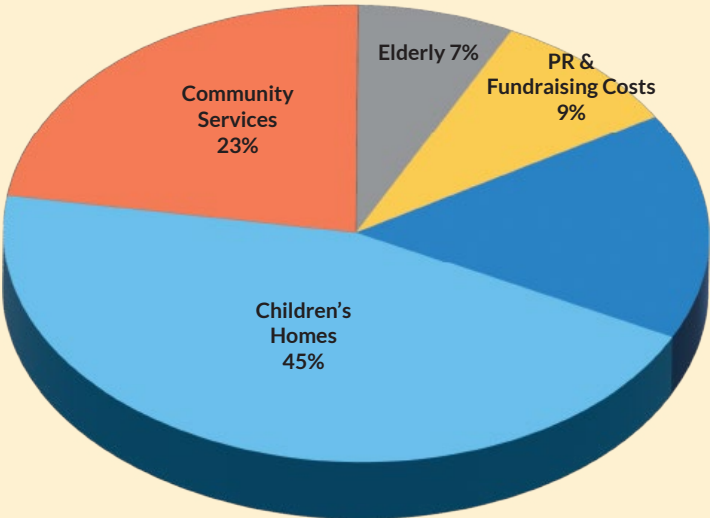
OPERATING INCOME

Donations & Fundraising	79%
Funding from Government	2%
Programme Fees	10%
Investment & Other Income	9%
Others	8%

100%

The Salvation Army Malaysia Social Fund Summary Financial Statements for the Year Ended 31 December 2024

OPERATING EXPENSES 2024

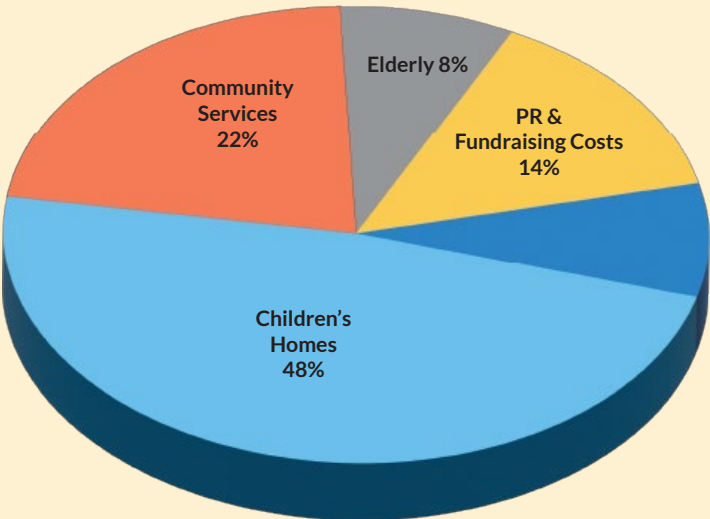


2024

OPERATING EXPENSES

Children's Homes	45%
Community Services	23%
Elderly	7%
PR & Fundraising Costs	9%
Others	16%
<hr/>	
	100%

OPERATING EXPENSES 2023



2023

OPERATING EXPENSES

Children's Homes	48%
Community Services	22%
Elderly	8%
PR & Fundraising Costs	14%
Others	8%
<hr/>	
	100%

The Salvation Army Malaysia Social Fund Summary Financial Statements for the Year Ended 31 December 2024

STATEMENT OF FINANCIAL POSITION	"2024 (RM'000)"	"2023 (RM'000)"
Non Current Assets	271	421
Current Assets	8,123	8,272
Total Assets	8,394	8,693
Current Liabilities	261	332
Total Liabilities	261	332
NET TOTAL ASSETS	8,133	8,361
ACCUMULATED FUNDS	8,133	8,361
STATEMENT OF FINANCIAL ACTIVITIES	"2024 (RM'000)"	"2023 (RM'000)"
Income		
Donations and Fund Raising	4,902	4,535
Funding from Government	96	104
Programme Fees	526	552
Investment and other Income	85	539
	5,609	5,730
Expenses		
Manpower Costs	3,910	3,505
Operating and Administration Costs	2,266	2,408
Other Costs (including Depreciation)	371	352
	6,547	6,265
Grants and Transfers from General Fund	711	717
Surplus / (Deficit)	(227)	182

The Salvation Army Malaysia Social Fund Summary Financial Statements for the Year Ended 31 December 2024

STATEMENT OF CHANGES IN ACCUMULATED FUND	"2024 (RM'000)"	"2023 (RM'000)"
Balance as at 1 January	8,361	8,179
Surplus / (Deficit)	(227)	182
Balance as at 31 December	8,134	8,361
STATEMENT OF CASH FLOWS	"2024 (RM'000)"	"2023 (RM'000)"
Net cash effect of operating activities	(138)	318
Net cash effect of investing activities	20	(306)
Net change in cash and cash equivalents	(118)	12
Cash and cash equivalents as at 1 January	8,127	8,115
Cash and cash equivalents as at 31 December	8,009	8,127

OUR SERVICES | Residential Care (Children and Youth)

Our residential care facilities aim to empower children to break the cycle of poverty and become confident, contributing members of society through holistic care and skill development. We achieve this by:

- Addressing past traumas to help children break the cycle of hurt.
- Guiding children to increase their self-confidence in overcoming personal challenges.
- Helping children establish stronger boundaries and personal safety skills, including consent, safe/unsafe touch, and online safety.
- Increasing employment rates for youth transitioning from TSA care through

comprehensive vocational training programs and industry-recognized certifications.

- Boosting children's confidence in navigating their future after graduating from our programs.



How You Can Make a Difference

FINANCIAL DONATIONS: Help us cover the centre's running costs. Your financial contributions are tax-deductible.

CHILD SPONSORSHIP: Show your care by sponsoring a child for just RM 50 per month through our residential programme.

EVENT SPONSORSHIP: Sponsor meals, outings, or special programmes to bring joy and enrichment to our centre.

DONATIONS IN KIND: Contribute wish list items like new furniture, educational equipment, and food supplies.

VOLUNTEER: Become a regular volunteer, offering tuition or supporting our activities.

SKILLS TRAINING & EMPLOYMENT: Provide internships or work experience opportunities to help our community grow.

OTHER WAYS TO HELP: Have unique ideas? Contact us at 03 8061 4929 to discuss how you can contribute.

Centre Name	Age Group Served	Number of children given care in 2024	Number of graduates in 2024
Penang Children's Home Care Centre	5 -18 years	20	1
Ipoh Children's Home Care Centre	5 - 18 years	34	5
Ipoh Boys' Home Care Centre	7 -18 years	18	4
Kuching Children's Care Centre	5 - 18 years	75	19
Totals		147	29

OUR SERVICES | Educational & Day Care (Children)

The Salvation Army provides educational and day care support for kindergarten and primary school children from economically disadvantaged and single-parent families. Our programs include:

- **Accredited Pre-school Education:** Classes recognized by the Ministry of Education.
- **Enriching After-school Activities:** Music and art classes, along with social etiquette enhancement.
- **Confidence Building:** Guiding children to boost their self-confidence in overcoming personal challenges.
- **Language Skills Development:** Offering English and Chinese language classes.
- **Secondary Education Preparation:** Helping children get ready for their transition to secondary education.



How You Can Make a Difference

CHILD SPONSORSHIP: Join our “Show You Care” sponsorship programme for just RM 30 per month and support a child’s day care needs.

VOLUNTEER: Become a regular volunteer and make a lasting impact by providing tuition or assisting with various activities.

EVENT SPONSORSHIP: Sponsor meals, outings, or special programmes to bring joy and enrichment to our children’s lives.

DONATIONS IN KIND: Contribute wish list items such as new furniture, educational equipment, or food supplies to support our daily operations.

VOLUNTEER: Sign up as a regular volunteer to give tuition or support activities, making a meaningful difference in our community.

OTHER WAYS TO HELP: Have a unique idea on how to assist? Contact us at 03 8061 4929 – we’d love to hear from you!



Centre Name	Age Group Served	Number of children given care in 2024	Number of graduates in 2024
Kuala Lumpur (OUG) Kindergarten	4 – 6 years	37	12
Batang Melaka Kindergarten	4 – 6 years	26	11
Banting Learning Centre	6 – 13 years	51	20
Bintulu Learning Centre	6 – 13 years	23	8
Totals		137	51

OUR SERVICES | Family Support & Counselling (Community)

Our community-based services provide essential support to underprivileged, low-income families. We assist single-parent mothers and their children, individuals facing severe illnesses, and families dealing with mental health challenges. Our goal is to create a nurturing environment where everyone feels supported and empowered to overcome their difficulties.

Our dedicated teams consist of skilled professionals who offer compassionate counselling and practical advice. We work collaboratively with family members to identify effective solutions and take positive steps towards coping with their challenges. By fostering a sense of community and resilience, we aim to help our clients build a brighter future.

Key Services We Offer:

- **Counselling and Emotional Support:** Our counsellors provide a safe space for



individuals to express their feelings and receive guidance on managing their emotional well-being.

- **Health and Wellness Programs:** We offer resources and support for individuals dealing with severe illnesses, ensuring they have access to necessary medical care and assistance.
- **Empowerment Workshops:** We conduct workshops focused on skill development, financial literacy, and personal growth, empowering individuals to take control of their lives.

- **Community Engagement:** We organize community events and activities that foster a sense of belonging and mutual support among our clients.

- **Practical Assistance:** Monthly food baskets, school equipment, assistance in applications for Government subsidies.

By providing these comprehensive services, we strive to make a meaningful impact on the lives of those we serve, helping them to thrive despite their circumstances.



How You Can Make a Difference

FINANCIAL DONATIONS: To maintain the running costs of the centre. Financial donations qualify for tax-deductible receipts.

WORKSHOP EVENTS: Sponsor a specialised workshop.

OTHERS: Do contact us at 03 8061 4929 if you have a suggestion on how to help.



OUR SERVICES | Residential & Day Care (Elderly)

Perak Home for the Aged Care Centre is nestled in the picturesque and tranquil surroundings of the lush hills that embrace Ipoh. This serene environment offers a perfect backdrop for the Home, which is dedicated to providing comprehensive physical and psychological care. At the same time, it empowers residents to maintain their independence and dignity.

The Home prioritizes admissions for individuals who, due to various circumstances, lack substantial family and financial support. This compassionate approach ensures

that those most in need receive the care and attention they deserve.

Residents at Perak Home can engage in a variety of enriching activities designed to enhance their well-being and foster a sense of community. These activities include:

- **Gardening:** Residents can enjoy the therapeutic benefits of tending to plants and flowers in the Home's beautiful gardens.
- **Cooking:** Those who love to cook can participate in culinary activities, sharing recipes and preparing meals together.

- **Sewing:** Creative residents can take part in sewing projects, crafting items for personal use or for the Home.
- **Reading:** A well-stocked library provides a quiet space for residents to immerse themselves in their favourite books and literature.

These activities not only provide entertainment and relaxation but also help residents maintain their skills and hobbies, promoting a fulfilling and active lifestyle.

How You Can Help

Your support can make a significant difference in the lives of the residents at Perak Home for the Aged Care Centre. Here are several ways you can contribute:

FINANCIAL DONATIONS: Help us cover the running costs of the centre. Financial donations qualify for tax-deductible receipts, making it easier for you to contribute generously.

EVENT SPONSORSHIP: Sponsor meals, outings, or special programs at the centre. Your sponsorship can bring joy and enrichment to the residents' lives.

DONATIONS IN KIND: We have a wish list of items such as new furniture, medical equipment, and food supplies. Your donations in kind can greatly enhance the quality of life for our residents.

VOLUNTEER: Sign up as a regular volunteer to befriend the residents and support various activities. Your time and companionship can make a world of difference.

OTHER WAYS TO HELP: Have unique ideas on how you can assist? Contact us at 03 8061 4929 to discuss your thoughts and explore more ways to contribute.



Statistics

Capacity	55
Age group	65 years and above
Number of staff	13
In operation since	1994

OUR SERVICES | Special Needs

Hopehaven Special Needs Care Centre in Melaka is dedicated to providing education and vocational training for children and adults with special needs. The Centre offers a variety of programs designed to enhance the skills and independence of its students, including sewing, cooking, and life skills training.

Recently, Hopehaven Centre launched an exciting new initiative called Project Hope Bakery. This program aims to equip students with valuable bakery skills, empowering them to increase their earning potential. As part of the Centre's mission, students receive payment for the products



they bake, fostering a sense of accomplishment and financial independence.

Although Project Hope Bakery is still in its early stages, there is a hopeful anticipation that sponsors will soon invest in the program. This support will enable the expansion of the range of products the students can bake,

further enhancing their skills and opportunities.

Among the first items produced were delicious marble butter cakes, banana cakes, and walnut cakes. These treats were eagerly purchased by parents, friends, and supporters of the Centre, showcasing the community's enthusiasm and support for the initiative.



Statistics

Capacity	75
Age group	7 years and above
Number of staff	11
In operation since	1979

How You Can Help

There are several ways you can support Hopehaven Special Needs Care Centre in Melaka:

FINANCIAL DONATIONS: Help us cover the running costs of the Centre. Financial donations qualify for tax-deductible receipts, making it easier for you to contribute.

EVENT SPONSORSHIP: Sponsor meals, outings, or special programs at the Centre. Your support can make these events memorable and enriching for our students.

DONATIONS IN KIND: Contribute items from our wish list, such as new furniture, educational equipment, and food supplies. These donations help us maintain a comfortable and well-equipped environment for our students.

VOLUNTEER: Sign up as a regular volunteer to provide tuition or support various activities. Your time and skills can make a significant difference in the lives of our students.

SKILLS TRAINING & EMPLOYMENT: Offer internship or work experience opportunities to our students. This helps them gain valuable skills and prepares them for future employment.

OTHER WAYS TO HELP: If you have other ideas on how you can support us, please contact us at 03 8061 4929. We would love to discuss your suggestions and find the best way for you to contribute.

SUMMARY OF EMERGENCY RELIEF OPERATIONS IN 2024

In 2024, the Malaysia Region undertook a total of 25 emergency relief operations, providing crucial aid to over 7,000 individuals affected by various natural disasters. The total value of the aid distributed amounted to RM155,000.

Nature of Disasters

The relief operations addressed a range of natural disasters, including:

- House and longhouse fires
- Monsoon and flash floods
- A house collapse in Kuching

Geographic Distribution

Emergency aid was distributed across eight states:

- Kedah
- Kelantan
- Terengganu
- Perak
- Selangor
- Melaka
- Sarawak
- Sabah

Standards and Goals

All operations were conducted in accordance with Core Humanitarian Standards (CHS), ensuring the highest quality and accountability in humanitarian response. Additionally, these efforts contributed to achieving four United Nations Sustainable Development Goals (SDGs):

Good Health and Well-Being (SDG 3): Ensuring healthy lives and promoting well-being for all at all ages.

Clean Water and Sanitation (SDG 6): Ensuring availability and sustainable management of water and sanitation for all.

Peace, Justice, and Strong Institutions (SDG 16): Promoting peaceful and inclusive societies, providing access to justice for all, and building effective, accountable institutions.

Partnerships for the Goals (SDG 17): Strengthening the means of implementation and revitalizing the global partnership for sustainable development.



Impact and Commitment

The emergency relief operations in 2024 not only provided immediate assistance to those in need but also reinforced our commitment to sustainable development and humanitarian principles. By adhering to CHS and contributing to the SDGs, we ensured that our efforts were both impactful and aligned with global standards.

How You Can Make a Difference in Times of Disaster

FINANCIAL CONTRIBUTIONS: Your monetary donations can provide immediate relief and long-term support to those affected.

DONATIONS IN KIND: Contribute essential items such as clothing, food, and cleaning supplies to help meet the urgent needs of disaster-stricken communities.

OUR SERVICES | Recycling (RSI & Family Thrift Stores)



The Salvation Army Red Shield Industries in Malaysia

The Salvation Army Red Shield Industries (RSI) in Malaysia is a social enterprise dedicated to supporting the community through various initiatives. By recycling and reusing donations from the public and corporations, RSI generates income to fund its mission of providing holistic care to those in need.

Operations and Services

RSI operates several Family Thrift Stores across Malaysia, including locations in Melaka, Ipoh, Penang, and Kuching. These stores sell pre-loved items such as clothing, electrical items, furniture, books, and household goods that are still in good condition. The revenue generated from these sales supports The Salvation Army's social service programs, which include providing food aid, shelter, and other forms of assistance to vulnerable communities.



Community Impact

One of the key aspects of RSI's work is its commitment to sustainability. By promoting the recycling and reuse of donated items, RSI helps reduce waste and encourages environmentally friendly practices. Additionally, the funds raised through RSI's operations enable The Salvation Army to offer a range of social services, including emergency relief, educational support, and healthcare services.

Recent Developments

In March 2025, RSI announced the relocation of its warehouse to a new address in Taman Perindustrian Puchong, Selangor. This move aims to enhance the efficiency of their operations and improve their capacity to serve the community. RSI continues to accept donations of bulky items like furniture and large appliances, with arrangements for collection services available through online booking or direct contact.

The Salvation Army Red Shield Industries in Malaysia plays a vital role in supporting the community through its innovative approach to social enterprise. By recycling and reusing donations, RSI not only promotes sustainability but also generates essential funds to support The Salvation Army's mission of providing holistic care to those in need. Their ongoing efforts and recent developments demonstrate a strong commitment to making a positive impact on society.

If you have any specific questions or need more details, feel free to ask!



How You Can Partner With Us to Save the Environment

DONATE: Contribute your usable furniture, household items, electrical goods, clothing, or books. Call us at 03-8081 1046 or WhatsApp us at 011-6292 1078.

VOLUNTEER: Assist us in sorting and recycling donated items at our warehouse or stores.

SHOP: Visit one of our stores to find great bargains and a wide variety of interesting items.

TESTIMONIES | From Our Clients



John Chung, 23 years old

John Chung's journey is a testament to resilience and ambition. Growing up in the Penang Children's Home from the age of 10 to 18, John found stability and a sense of community that shaped his formative years. The home provided not only a safe haven but also access to education and opportunities that allowed him to discover his passion for IT and technology.

Today, John is pursuing a Master's by Research in Computer Science with a focus on Cybersecurity at Swinburne University, thanks to a well-earned scholarship. His academic pursuits are driven by a strong aspiration to work in the cybersecurity sector in Singapore, where he hopes to make a significant impact.

John's desire to inspire others is evident in his active involvement in mentoring fellow students through various university activities. He believes in giving back to the community that supported him and is dedicated to helping others find their path, just as he did.



Victoria, 12 years old

Victoria, a bright and spirited young girl, carries the rich heritage of both the Kelabit and Kenyah communities. Her journey with The Salvation Army began when she was just six years old, as she joined our after-school care program. Over the years, this program has become a cornerstone of her life, providing not just care, but a sense of belonging and support.

"Today, I want to take this opportunity to express my heartfelt gratitude to The Salvation Army for their unwavering support throughout the years," Victoria began, her voice filled with emotion. "Their kindness has been a beacon of hope for me, helping me receive essential items like school shoes, uniforms, and food parcels. These gifts, made possible through the generosity of many partnering units, have truly transformed my life."

Victoria paused, her eyes reflecting the depth of her gratitude. "Your generosity has not only provided me with material necessities but has also given me the confidence to pursue my dreams. I am deeply thankful for all the help I have received, and I hope to one day give back to my community in the same way."

Her words resonated with everyone present, a testament to the profound impact that kindness and support can have on a young life. Victoria's story is a powerful reminder of the difference that organizations like The Salvation Army can make, nurturing the potential within each child and helping them to shine.

Our beneficiaries need your support more than ever.
Be their Beacon of Hope.



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