

Hunger No More

CapitaLand's Kids Food Fund programme brings cheer to children in remote areas of Asia

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Ascott's Director of Sales and Marketing Joanne Golong assisting the children with their meals in the Visayas region in Philippines

This is something that is unimaginable: every year, 3.1 million children die from malnutrition-related causes and more than 70 per cent of these children live in Asia!

Locked in a vicious cycle, it's no wonder these children suffer from recurring sickness, faltering growth and a diminished ability to learn.

Wanting to tackle the problem of childhood malnutrition in some of the worst affected areas in this region, CapitaLand Hope Foundation (CHF), CapitaLand's philanthropic arm recently partnered Plan International (Plan), a global children's charity to provide nutritious food for over 11,000 malnourished children.

Beyond Just Food

CHF donated a total of S\$375,000 to provide nutritious food for the underprivileged children living in the rural districts of Chiangrai in Thailand, Visayas in the Philippines and Shaanxi in China.



Staff of The Ascott Limited and the children planting vegetables in the rural district of Chiangrai

The funds will also go towards educating the children on basic health and hygiene practices as well as provide medical and dental checks. Some of the initiatives that the local schools in these areas have started include implementing a school lunch programme, developing school-based vegetable farms and improving food hygiene within the school's canteen and dining hall.

Small Efforts go a Long Way

The staff from Ascott in Thailand recently made a trip to Chiangrai to get a first hand experience in teaching the children how to grow vegetables in their gardens. They also helped to prepare food for the children and worked with Plan's project staff to teach the children about the importance of good hygiene.

In China, staff from Ascott China and CapitaMalls Asia made a trip to Nancun Junior School in Chun Hua County, a rural county in Shaanxi Province to educate them on food nutrition. During the trip, they helped to prepare nutritious food for the children. Their efforts made the children really happy as they had a day filled with games and sports too.

In the Philippines, Ascott staff had a slightly different task at hand. They visited communities in Visayas, helped to feed the children and administer Vitamin A and de-worming tablets. They also supported the medical and dental check-ups by registering the children, collecting and recording initial data about each child and assisting the doctors.

While the food donation through the CapitaLand Kids' Food Fund programme provides a short reprieve from malnourishment for the children, the awareness of proper nutrition and hygiene practices generated among the children, parents and schools will help to bring about a sustainable change to the lives of these children.

As Mike Diamond, Director of Plan Philippines says, "The partnership between CapitaLand and Plan International will help more children overcome malnutrition so they can grow up healthy and be empowered to build a better future for themselves and the whole community."