KECHARA soup kitchen × The Kuala Lumpur Bar

1 – 30 November 2026
Campaign period

KL BAR INTER-FIRM CHARITY CHALLENGE 2026

COLLECTIVE FUNDRAISING TARGET
RM500,000

That's 2,000 food packs, each one feeding a family for two months.

REGISTER YOUR FIRM • DONATE • BE COUNTED

1 in 2 children in Kuala Lumpur's low-cost flats eats fewer than three meals a day.

This November, **KL's law firms are coming together to put food on the table** for the families behind that number.

01 | Snapshot of the Challenge

The KL Bar Inter-Firm Charity Challenge 2026 brings law firms together in a friendly fundraising competition to support Kechara Soup Kitchen (KSK). Rally your firm, climb the leaderboard and contribute towards our collective fundraising target of RM500,000 to support Malaysians in need.



Together, let's make sure no family in Kuala Lumpur goes hungry this November.

Register your firm • Donate • Be counted

02 | THE NEED

Hunger hides in plain sight

Many families in Kuala Lumpur's public housing flats work full-time and still run out of money before the month ends. Rent, transport and school costs can't be cut, so food is the first thing to go. For a single mother, an elderly couple or a family living with disability, one lost job or one hospital bill is enough to tip them into crisis, and for some, onto the street.

1 in 2
children eat fewer than three meals a day

8 in 10
families struggle to meet their basic needs

41%
of households live in absolute poverty

90%
of households are hit hard by rising food prices

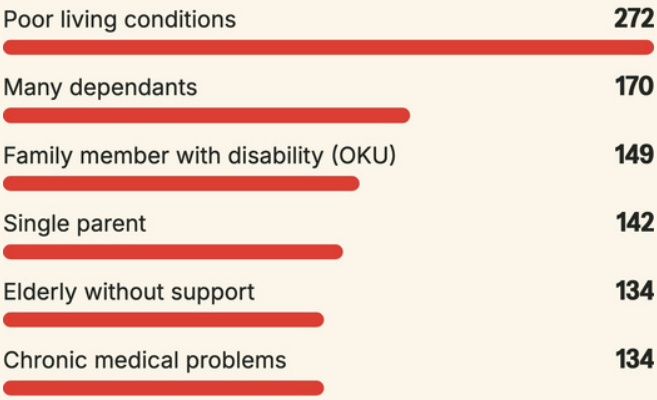
Low-income households in Kuala Lumpur public housing (PPR) flats.
Source: UNICEF Malaysia, Living on the Edge (May 2024), a survey of 755 households in 16 low-cost housing blocks.



Families collect rescued fresh vegetables at a Kechara Soup Kitchen food bank distribution.

Who your firm will be helping

Families we support, by need. Many face several at once.



These are urban poor families living a few streets from our offices and courts. Kechara Soup Kitchen also takes food to Orang Asli families in remote villages in Pahang, Perak and Kedah.

76,518 people received food from Kechara Soup Kitchen through 249 charity homes and 19 PPR flats from January to August 2026, and the need keeps growing.

When money runs short, families don't stop paying rent. They stop eating properly.

03 | WHAT YOUR GIFT DOES

Help a family before they lose their home

Every ringgit your firm raises goes to Kechara Soup Kitchen's work with urban poor families: regular food that helps them through hard months before they lose their homes, and meals and welfare help for those already on the street. Not just a hand out, but a hand up.



Food Bank

Food packs of rice, oil, milk powder, oats and other essentials every two months, plus rescued fresh food, for registered families living on the edge.



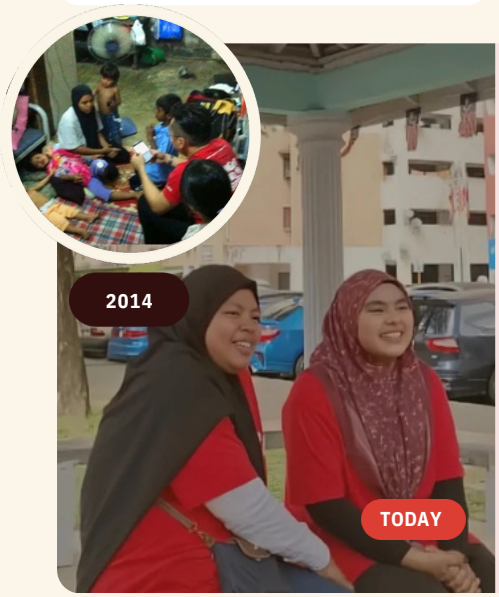
Soup Kitchen

Hotmeals, basic health checks and welfare help (replacing lost IDs, finding shelter, reuniting families, etc.) for people who are homeless.



Empowerment

Skills training and work, such as baking and sewing, so single parents and at-risk adults can earn a steady, dignified income.



FROM A FOOD PACK TO A LAW DEGREE

Meet Puan Ayu and her daughter, Qamarina

When we met Puan Ayu in 2014, she was living in a squatter settlement with a house full of young children. Her husband's drug addiction later tore the family apart, and with no relatives to turn to, she raised all eight children alone. She took a job at a kindergarten in Segambut, where the owner let her bring her youngest, as floods hit their home again and again. Our monthly food pack eased the load. Today the family lives in a PPR flat, and Puan Ayu has asked that her food pack go to a family who needs it more. She now volunteers with us alongside her daughter, Qamarina.

> *"We know what its' like to wait for someone to come to our home with help."* - Qamarina (translated from Malay)

Your firm's gift can start the next story like this.

What your firm's gift can do

RM50
Provides three hot meals for people experiencing homelessness

RM250
Fills one food pack that feeds a family for two months

RM500
Rescues and redistributes 200 kg of surplus food, feeding over 50 people

RM1,000
Funds food, medical and welfare support for a family rebuilding their life

RM500,000 Together, the challenge target can fill 2,000 food packs: two months of food for 2,000 families in Kuala Lumpur.

04 | HOW TO TAKE PART

Three steps, 1 – 30 November

1

Register your firm

Once your firm's participation is confirmed, your firm's name will be added to the live leaderboard. Firms outside KL are welcome too.

kecharasoupkitchen.com/klbc/register

2

Donate

Make a monetary contribution directly to KSK via the website on behalf of your firm..

**Request a tax exemption receipt when submitting your contribution - choose under your individual name or firm's name.*

kecharasoupkitchen.com/klbc

3

Be counted

Every ringgit moves your firm up the leaderboard and brings us closer to the RM500,000 target.

Live leaderboard, updated as donations come in

Making a personal donation? Lawyers can also donate in their personal capacity, separately from their firms. Personal donations will not appear on the leaderboard but will count towards the RM500,000 target.

05 | WHY TAKE PART

Feed families in our own city

Your gift goes to food and support for urban poor families in Kuala Lumpur.

Show your firm's commitment

Demonstrate your firm's social responsibility alongside the KL Bar.

Tax-deductible receipts

Cash donations of RM50 and above are tax deductible under Section 44(6) of the Income Tax Act 1967.

**Request a tax exemption receipt under your individual or firm's name.*

Recognition

The Top 5 firms on the leaderboard will receive special recognition at the Closing Ceremony.

06 | EVERY CONTRIBUTION COUNTS

Join us at the Closing Ceremony

- ✔ Special feature of the Top 5 contributing law firms on the leaderboard.
- ✔ Announcement of total fundraising achievements.
- ✔ Appreciation of all participating firms and partners.
- ✔ Networking opportunity with peers across the legal community.
- ✔ Learn more about KSK's work and discover other ways to support ongoing efforts.

Event Details : *To be confirmed. Further details will be communicated to all participating firms via email.*

ABOUT KECHARA SOUP KITCHEN

A non-religious, non-profit society that has supported Malaysia's urban poor, homeless and Orang Asli communities since 2008. Certified member of the Global FoodBanking Network. Registered society PPM-012-14-26052008.

Enquiries

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