



PichaEats 2025

IMPACT REPORT

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A Message from Our Co-Founders

Hello Picha Heroes!

It's been 10 years building PichaEats. Our journey started even before then in 2013 with a simple question, "how do we make a difference in the education of refugee children?"

Then, the question changed in 2016, it became:



How do we make a difference in the refugee community, so that individuals who have hopes and dreams like us can survive and thrive?

That question was the starting point of our journey down the rabbit hole as co-founders.

We turned ourselves into social entrepreneurs whose only wish is to see a sustainable solution for the community that is often invisible and forgotten.

A food business was born, and along this journey, we found ourselves welcomed into the homes of many wonderful families from the refugee community. They taught us not just love, but also resilience and strength. We've also learned history, culinary stories, languages, and cultures that we may never have encountered if it weren't for the work we do at Picha.

More importantly, it is the people who chose to be part of this journey - our team members, volunteers, and people like you: our community.

You believed in our vision and mission, sometimes even more than we believed in ourselves.



Suzanne & Kim (second from top left) with their students in 2015

Remember the scam order in 2024? It was because of a community like you that we were able to overcome that challenge and ensure the chefs we work with continue to earn with dignity.

So, we want to thank you.

Thank you for allowing us to grow in this space, thank you for believing in us and the chefs, thank you for being able to see a different world with us - a world where everyone has equal rights to hopes and opportunities.

Every day, we wake up with a choice, and you chose to walk this path with us. Because of that, we are still here after 10 years, with bigger plans and an unwavering determination to build the world we believe in.

We can't wait to bring these plans and movements to life with you, and we hope you'll continue to walk this journey with us as we build that world together. Once again, from the bottom of our hearts, thank you.

Kim and Suzanne

About Us

PichaEats is a social enterprise with a vision **to see a world where everyone has equal rights to hope and opportunities.**

Founded in 2016, we are on a mission to **enable new beginnings for communities seeking refuge, cultivate empathy, and inspire change through food for everyday people.** PichaEats partners with chefs from forcibly displaced communities, serving delicious cuisines from their home countries like Palestine, Syria, Pakistan, Iraq, and Afghanistan, to conferences, events, homes, and more.



As of December 2025, there are 211,000 refugees and asylum-seekers registered with UNHCR in Malaysia.

As Malaysia is not a signatory to the United Nations 1951 Refugee Convention, refugees in Malaysia lack access to legal employment and formal education.

This results in many families struggling to put food on the table and provide the basic needs for their children.



Our solutions focus on empowerment through **access to sustainable income generation activities.**

Through training, individuals from the refugee community become skilled home chefs, while PichaEats provides a platform to offer their cuisine to households, events, corporations, and beyond, enabling them to earn a livelihood despite legal work restrictions.

On top of income generation, we also provide social and psychological support for the refugee and stateless communities, and shed light on the challenges faced by them.

Today, with food that is home made by our chefs, we offer catering services with delicious and authentic meals that will bring meaning to your celebration or events!



Our Journey

Photo taken at a dinner hosted by Chef Dalia for the team



Our Journey

Growth, Resilience & Impact

2013 - 2015 | The Beginning

- Started by raising awareness of refugee issues through university events and volunteering at refugee learning centers.
- Witnessed students dropping out due to financial struggles, sparking the idea of a business that could provide sustainable income for refugee families.



2017 | Hustle, Test, Fail, Repeat

- Expanded catering services for corporate events and conferences.
- Started The Zaza Movement in memory of Chef Zaza.
- Hosted Open Houses to introduce chefs' cultures through food.
- Key Milestones: 10 active kitchens, RM 383,000 given back to chefs.



2019 | PichaEats

- Fresh rebrand to PichaEats in April 2019, focusing on bringing delicious food, awesome services, and real impact to the market
- Continued growing and building the brand in buffet catering, serving established organisations and brands such as Worldbank, Facebook, AirBnb, Google, AMEX, and more
- Key Milestones: 16 Active Kitchens, 23 Picha Chefs, RM 700,000 given back to Picha Chefs



2021 | Staying Afloat

- Navigated business fluctuations due to COVID-19 while ensuring Picha Chefs could still earn an income.
- Focused on four key revenue channels to adapt to market needs:
 - a. Festive Sets & Group Delivery
 - b. ding! by PichaEats
 - c. Feast in a Box



2016 | The Picha Project

- Piloted the idea of selling meals made by refugee chefs.
- Partnered with UNHCR to onboard chefs.
- Officially launched Picha Project in May 2016.
- Key Milestones: 8 active kitchens, RM 135,000 given back to chefs.



2018 | Growth & Expansion

- Launched Group Delivery Packages for small gatherings.
- Organized "This is Home" awareness exhibition with Ultraspaces, reaching 10,000+ people.
- Key Milestones: 13 active kitchens, RM 600,000 given back to chefs.



2020 | A Year of Pivoting

- Shifted focus from corporate catering to direct consumers to sustain chefs' livelihoods.
- Introduced smaller group delivery (5 pax) for families at home.
- Reactivated The Zaza Movement to provide food aid for front-liners & affected communities.
- Launched Frozen Meal Subscription & Feast in a Box to adapt to changing needs.
- Key Milestone: 18 active kitchens, RM680,000 given back to Picha Chefs



Our Journey

Growth, Resilience & Impact

2022 | Year of Recovery

- Buffet catering resumed in Q2, reviving a major revenue stream.
- Navigated rising food costs while maintaining quality and impact.
- Focused on three key growth areas:
 - Catering - Events, meal boxes & recurring staff meals.
 - Gifting - ESG-driven corporate gifts (5,000+ units delivered).
 - ding! by PichaEats - Expanding frozen meal supply.



2024 | Year of Scaling Up

- Expanded impact beyond the kitchen by onboarding individuals into various PichaEats departments
- Key Growth Areas
 - Refined our festive catering with improved menus and flavors.
 - Expanded our wedding offerings to create memorable dining experiences.
 - Introduced Lightbites & Refreshment Boxes, perfect for office gatherings, picnics, and casual get-togethers.



2023 | Year of Growth


- Delivered 7,500+ corporate gifts to clients like Grab, Manulife & more.
- Strengthened foundations by improving recipes, operations & chef skills.
- Key growth areas:
 - Catering - Expanded buffet & meal-box menus; introduced canapés & desserts.
 - Gifting - Continued to grow as a key revenue stream
 - ding! by PichaEats - Shifted focus to retail distribution
 - Group Delivery - Launched Rice Bucket Series (Maqlooba, Biryani) & Birthday Packages for easy impact-driven celebrations.



2025 | Year of Resilience

- Introduced Buffet Atlas, Bentos Around the World, and Dulangs, expanding catering formats and cultural offerings.
- Strengthened internal capabilities through focused team training and systems building.
- Created sustainable job opportunities for the displaced community.
- Key growth areas:
 - Catering: Structured buffet offerings and new communal formats.
 - Product Innovation: Global bentos and culturally rooted dining experiences.
 - People & Capacity: Team development and inclusive employment.





I feel that I am working towards my purpose. I am learning new skills, building my confidence, and making positive changes in my life. All of this is helping me move closer to my dreams and goals.

**Anonymous Submission by
Picha Chef**



A look at our year of 2025





Impact at a Glance

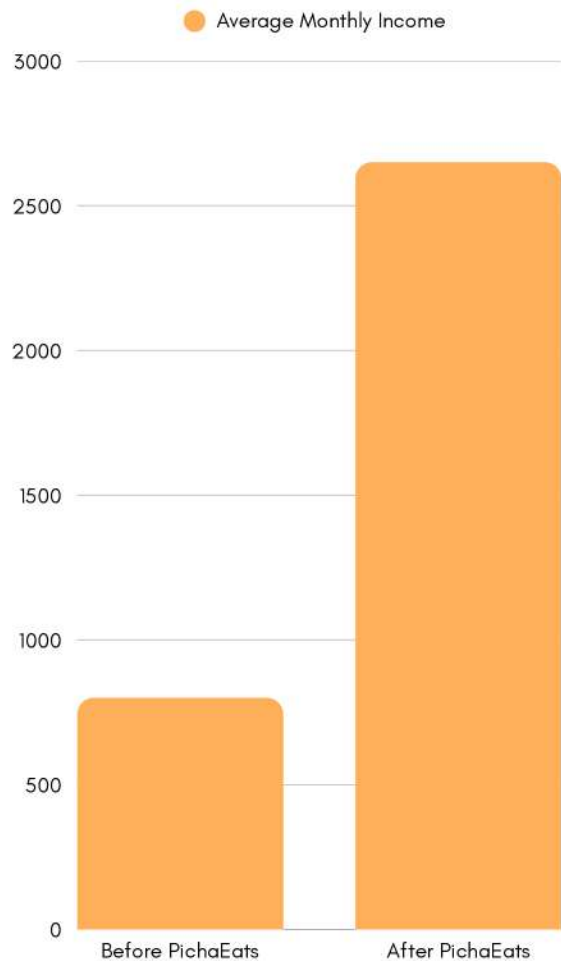
#1: Income Generation

RM 1,045,295

Earned by the individuals from the refugee and stateless communities

In the year 2025, PichaEats had a total of 19 Kitchens (23 chefs) operating and delivering delicious meals to clients with efficiency and care.

-  **80%** of Picha Chefs working with PichaEats for over 6 months were able to start paying monthly rent and utilities on time
-  **86%** of Chefs reported being able to cover Medical Expenses with the earnings from PichaEats.
-  **50%** of Picha Chefs reported to start having savings after joining Pichaeats
-  On average, each Picha chefs fulfils a minimum of **30** orders per month, providing stable income and opportunities for growth.



Impact at a Glance

#1: Income Generation

Created work opportunities for 54 individuals from the refugee & stateless communities

Beyond providing income for Picha Chefs through cooking, we looked into building a more inclusive workforce by involving different communities in our different revenue channels and operations in 2024 and beyond.

In 2025 alone, we provided part-time work for 54 individuals from the refugee and stateless communities in **gift packing, marketing booths, catering, operations, food serving & customer service**



As part of our plan to provide more work opportunities to the community, we launched **Limelight** in 2025 - a youth-focused training initiative that

empowers refugee young adults to build confidence, creativity, and practical skills beyond traditional kitchen roles.

Designed for participants aged 18-25, the programme uses mocktail-making as a creative and accessible entry point. Through hands-on sessions, youth learn not only drink preparation, but also essential life skills such as communication, teamwork, critical thinking, and self-expression.

Through Limelight, on top of providing a source of income for the young adults - PichaEats broadens its impact by nurturing confidence, agency, and aspiration among refugee youth, equipping them with skills and mindset to step forward with greater independence and possibility.



Impact at a Glance

#2: Physical Capital

12 Chefs' Home Kitchens Upgraded

92% of PichaEats chefs reported being able to upgrade their kitchen appliances, including ovens, refrigerators, and cooking tools, to handle larger catering orders.

Centralised Kitchen

The centralised kitchen continued to play an important role in 2025, supporting both day-to-day operations and wider capacity building across the PichaEats ecosystem. Beyond food preparation, the space became a shared working environment where chefs, trainees, and part-time staff could learn, collaborate, and gain hands-on experience in a professional kitchen setting.

By centralising certain orders and training activities, PichaEats was able to create job opportunities beyond individual home kitchens, enabling more people from refugee and stateless communities to take part in food preparation, packing, and operations. This setup also allowed chefs to work on larger-scale orders, gain exposure to different workflows, and build confidence handling higher volumes.



In 2025, the centralised kitchen supported skill development through structured training and real orders, while improving coordination and efficiency across teams. By bringing people together in one space, the kitchen helped extend impact beyond individual chefs, contributing to a more inclusive and connected working environment.

As of December 2025



Additional **RM29,854.32** earned by the community through trained recipes over the year



15 job opportunities created, fostering employment and skill development within the community.



189 hours of chef training conducted.



1884 orders successfully prepared and delivered through the centralized kitchen.

Impact at a Glance

#3: Capacity Building**Building Skills & Confidence****TIME MANAGEMENT****100%**

of chefs reported better time management skills after working with PichaEats, enabling them to handle orders more efficiently while balancing personal responsibilities.

COMMUNICATION**46.7%**

Chefs improved their communication skills, making it easier for them to navigate everyday situations such as grocery shopping, banking, and coordinating daily tasks. This supported clearer interactions, smoother day-to-day experiences, and greater confidence in expressing needs, asking questions, and handling challenges.

ORGANIZATION**65.2%**

chefs developed stronger organizational abilities, which are crucial for planning meal preparation and managing kitchen tasks.

FINANCIAL MANAGEMENT**49.8%**

chefs gained greater control over their finances, aiding in income tracking, budgeting and planning.

In 2025, PichaEats conducted 189 hours of culinary and skills-based training for Picha Chefs.

Beyond cooking techniques, the focus remained on building practical, transferable skills that support chefs in their daily work and long-term independence.

These skills, developed alongside culinary training, continue to support chefs not just in fulfilling orders, but in building confidence and professionalism beyond the kitchen.



Before joining PichaEats, I didn't know how to work effectively as part of a team. Now, I have learned how to communicate, cooperate, and support others while working together. Being part of PichaEats has taught me the importance of teamwork and how it makes tasks easier and more enjoyable.

*Anonymous Submission by
Picha Chefs*

Impact at a Glance

#3: Capacity Building

Workplace Readiness Trainings

Across the communities we work with, potential is abundant. What is often missing is access to training, exposure, and guidance on how to navigate professional environments.

Through PichaEats, we continued to create learning spaces that go beyond technical skills. Our training sessions were designed to help the community understand how to work in teams, communicate professionally, manage time and responsibilities, and adapt to real workplace expectations. These are skills that are essential for long-term employability.



This year's trainings combined practical workplace skills with personal development, supporting participants to build confidence, resilience, and clarity as they prepare for different forms of work, both within and beyond PichaEats.



Professional Communication Training



Problem Solving Training



Constructive Feedback Training



Time Management Training



Generative AI Training



Canva Training



Enhancing Team Work and Project Management Training



Prioritising Self-Care Training

Impact at a Glance

#3: Capacity Building

Food Entrepreneur Incubator



"Picha Food Entrepreneur Incubator" is a programme established to up-skill individuals from the refugee community in F&B and culinary knowledge.

The programme has a combination of courses, workshops and on-site practical trainings - allowing trainees to experience working in an F&B business.

Each module of the training programme was developed based on PichaEats' past experiences working with chefs from the community, tailoring the courses to the needs of the trainees.

During this training programme, we cover basic kitchen hygiene & food handling course, finance and costing workshops, digital marketing training, multiple cuisine cooking lessons, and more.

The courses and workshops were then wrapped up with practical sessions for a month, where trainees prepared real orders for clients under supervision and received feedback from the market.



15 trainees completed the training with **6 trainees onboarded as Picha Chefs and Part-Time crew**



46 training hours in total



I am truly grateful for this platform. It has given me excellent training, built my confidence, and helped me become stronger. The teachers were polite, supportive, and always explained everything with patience. This training has changed my life, and I am proud to be a Picha Chef.

*Anonymous Submission
by Trainee*



Impact at a Glance

#4: Building Lasting Relationships



Quarterly Chef Hangouts

Every few months, we take a break from the hustle of the kitchen and head out for a fun day together. Whether it's a beach, a poolside gathering, or simply sharing a meal, these moments allow our chefs and team to bond beyond work. Laughter, stories, and good food - these are the memories that keep our community strong

Visitations

Some of the best conversations happen over a home-cooked meal. Every few months, we visit our chefs to check in, chat, and support them. We listen to their stories, share in their joys and struggles, and simply spend time together. These visits help us understand them better, and more importantly, remind them that they're never alone in this journey.



Sharings from Chefs

At every Picha Hangout, there's a special moment when our chefs take the stage and share their stories. It's one thing to enjoy a good meal, but it's another to hear from the person who made it—their journey, their challenges, their dreams. Seeing clients connect with our chefs on a deeper level is what makes these sessions so powerful. It's not just about food—it's about people, resilience, and the stories that bring us all together.

Impact at a Glance

#5: Supporting Legal Pathways for Stateless Individuals

In 2025, PichaEats began supporting stateless individuals by working alongside **Lawyers for Liberty** to better understand and navigate documentation and legal processes. Through this collaboration, two new cases were initiated, with one case submitted within the year.

Beyond case support, we also began gathering volunteers to assist with coordination and follow-up, helping strengthen access to legal guidance for individuals who would otherwise face significant barriers navigating these processes alone.

Malaysia is home to a significant number of stateless individuals who, due to gaps in nationality laws and documentation, face lifelong barriers to education, employment, and legal protection. Without formal recognition, many grow up locked out of systems meant to provide stability and opportunity.



Our involvement began through our partnership with **Dignity for Children Foundation**, where we recruited the displaced community including stateless youths as interns within PichaEats. Working closely with them revealed that beyond skills and jobs, legal identity is a critical missing piece. This exposure prompted us to engage more deeply with the stateless issue and explore how PichaEats could contribute beyond employment pathways.

By supporting legal navigation efforts, we aim to complement our livelihood work with longer-term structural support. Our goal is to help stateless individuals move closer to legal recognition, unlock access to education and work, and reduce the isolation they face navigating complex systems alone. This is a small but intentional step toward more dignified, sustainable futures.

A very special Thank You!



In partnership with **Sodexo Malaysia**, we are creating opportunities for chefs to step into teaching roles through cooking classes, where they could share their recipes, skills, and personal stories. These sessions allowed chefs to be seen not just as cooks, but as knowledge holders and cultural storytellers, building confidence and visibility beyond daily operations.

GRAND HYATT

Grand Hyatt Malaysia For providing a platform for chefs like Chef Dalia to step into a professional hotel kitchen and share her recipes and stories from Palestine. This opportunity allowed her to showcase her skills, culture, and lived experiences in a space where her voice and craft were truly seen and valued.



Badminton World Federation
For giving the community a chance to get active, play together, and take a break through badminton sessions that supported both physical and mental wellbeing.

A very special Thank You!



Creator's Club for For taking the time to step into the community, visiting Chef Osama's home, cooking together, and sharing a meal. That simple act of showing up created space for connection, mutual learning, and respect, reminding everyone that community is built through presence, not just programmes.



Arena Sukan Kuala Lumpur For generously assisting in providing two courts for our annual Picha Cup. The space allowed chefs and the team to step away from daily work, play futsal, try mini bowling, and spend time together simply having fun. These moments of rest and play gave the community a much-needed pause, helping everyone recharge both physically and mentally.



Careclinics Sri Manja For being PichaEats' trusted go-to for medical care. From in-office blood tests and typhoid vaccinations to consultations, CareClinics Sri Manja helped ensure our chefs had access to timely and quality healthcare, supporting their wellbeing beyond work.

A very special **Thank You!**



Lawyer's of Liberty for supporting PichaEats in the processing of stateless cases and providing legal consultations. Their guidance helped navigate complex legal processes and ensured that individuals received informed support in situations where access to legal assistance is often limited.



JUMPA KL for generously providing access to venue space that enabled trainings, town halls, and community visitations, creating a safe and welcoming place for learning and connection.



None of this work would be possible without the individuals and organisations who chose to support PichaEats in different ways throughout the year. Through shared time, space, skills, guidance, and presence, each partner helped create opportunities for learning, rest, expression, and growth across the community.

Together, these contributions allowed us to continue building meaningful pathways, strengthening connections, and sustaining impact beyond what we could do alone. We are deeply grateful to everyone who walked alongside us in this journey



The Bigger Picture

A Piece of the Puzzle

Did you know that in Malaysia, refugees do not have legal rights to seek employment? There are also limited financial aids or support for the community who are seeking for refuge here in Malaysia.

According to UNHCR, on top of the lack of legal status, language barriers and lack of skills are also two of the top factors that limit their ability to earn a living.

Although the impact made at PichaEats is still a small part of a bigger and more complex puzzle, we're determined to play our part, showing how financial empowerment among the refugee community can bring a positive impact to local economy.



We look forward to the day when refugees are given the legal right to play a visible role in our workforce and talent pool, being part in the development and growth of the country as contributing members to our vibrant society.

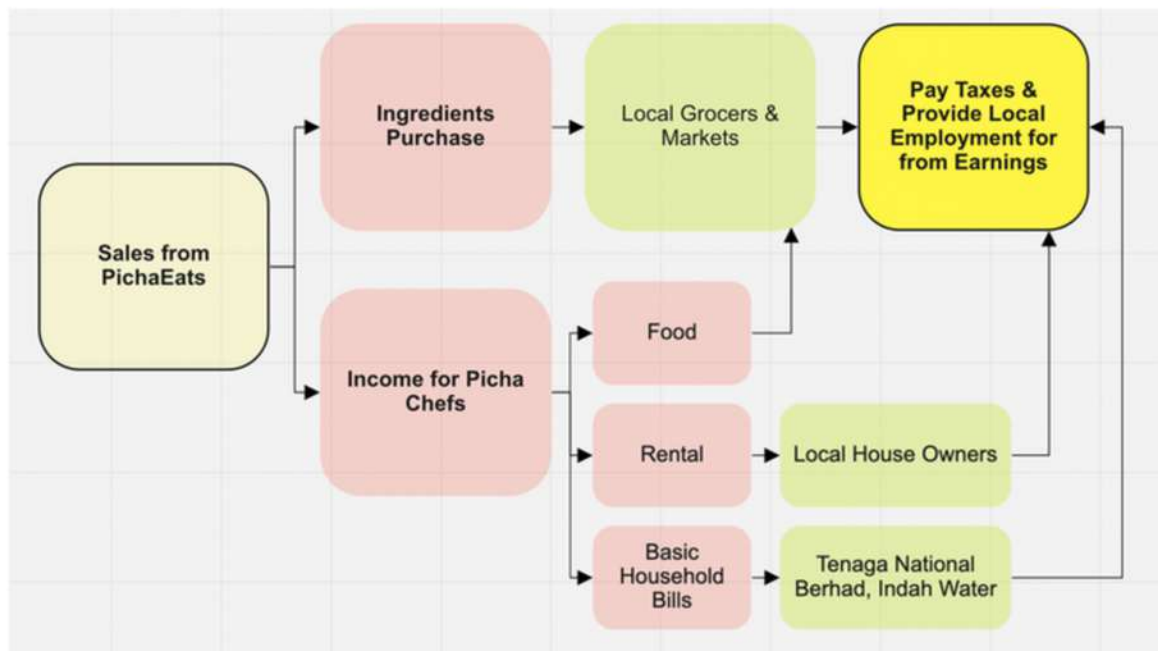


Figure: How financial empowerment of the refugee community can bring a positive impact to the local economy.

How can you be you & make a **change**?

Our journey started small & simple with a few students volunteering in a refugee learning centre in 2013 - and the past 13 years have been an unexpected yet worthwhile adventure.

As we enter a new year, we encourage you to ask yourself this question too.

"How can you be you and make a change in your own capacity, your work, your community, and your strengths?"

There's still so much to be done, and we hope that the little steps we've taken thus far will continue to pave way for bigger leaps in the future.




In 2026, we look forward to growing and welcoming more Picha Chefs, and providing an even higher-quality of services to all.

Thank you for taking this journey with us!





**Thank you
& Happy 2026!**

   @pichaeats | www.pichaeats.com