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MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 6 | JULY 2013



AmBank Group launches AmBank-MyKasih community programme in Bayan Baru and Kuala Terengganu



7 MyKasih Youths Receive Full Scholarships from Yayasan Cemerlang's Tun Rahah Scholarship Fund to study in UNIRAZAK.

Full story on page 24



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CHAIRMAN'S MESSAGE

Dear Friends,

We have achieved significant milestones this quarter of May to June 2013, thanks to donor partners who support our humanitarian mission of feeding and educating the underprivileged. We are now providing food aid to more than **100,000 welfare recipient families** nationwide under the MyKasih 'Love My Neighbourhood' food aid programme, which includes 6,200 student beneficiaries from 106 primary and secondary schools under the MyKasih 'Love My School' bursary programme.

In line with the Government's poverty alleviation efforts to help welfare recipients achieve financial stability, we are beginning to record success stories in the areas of skills training, entrepreneurship and income generation initiatives under PETRONAS' Program Sentuhan Harapan for 700 of their adopted beneficiaries.

To focus on the future is to focus on the young. Through our collaboration with **Yayasan Cemerlang**, we have been offered 50 full scholarships from the Tun Razah Scholarship Fund (TRSF) for eligible children of MyKasih recipients to continue their tertiary education in UNIRAZAK Kuala Lumpur. Another initiative on the education front finds us working together with Crowe Horwath via **Project CHange**, a non-bonding scholarship programme for underprivileged youths to pursue their studies in their chosen fields. As a Foundation, we hope to partner with more academic institutions and funding bodies to offer scholarships to deserving bright students.

In this issue, we report on our new initiative called **MyKasih Classifieds**, where we welcome job placement opportunities for MyKasih families to assist them in being gainfully employed. We invite organisations to advertise their employment and training prospectus with MyKasih, which would be suitable for MyKasih's target beneficiaries.

The MyKasih Charity Golf Tournament 2013 held in June raised RM 486,666 to help fund the many programmes we conduct with our beneficiary families, while JTI's support for MyKasih's '**Light-A-Home**' charity night in July raised RM 23,000 through ticket sales for Rashomon, a well-known Japanese stage production. The proceeds from our first theatrical fundraiser were used to purchase 370 solar bulbs to be distributed to Orang Asli homes without electricity.

On behalf of MyKasih Foundation, my wife Jean and I would like to extend our sincere gratitude to our Donors and Partners for their continued support and faith in what we do. We look forward to implementing meaningful philanthropic projects together to help those truly in need.

Warm wishes,
Ngau Boon Keat
Chairman & Co-Founder

Overview of MyKasih

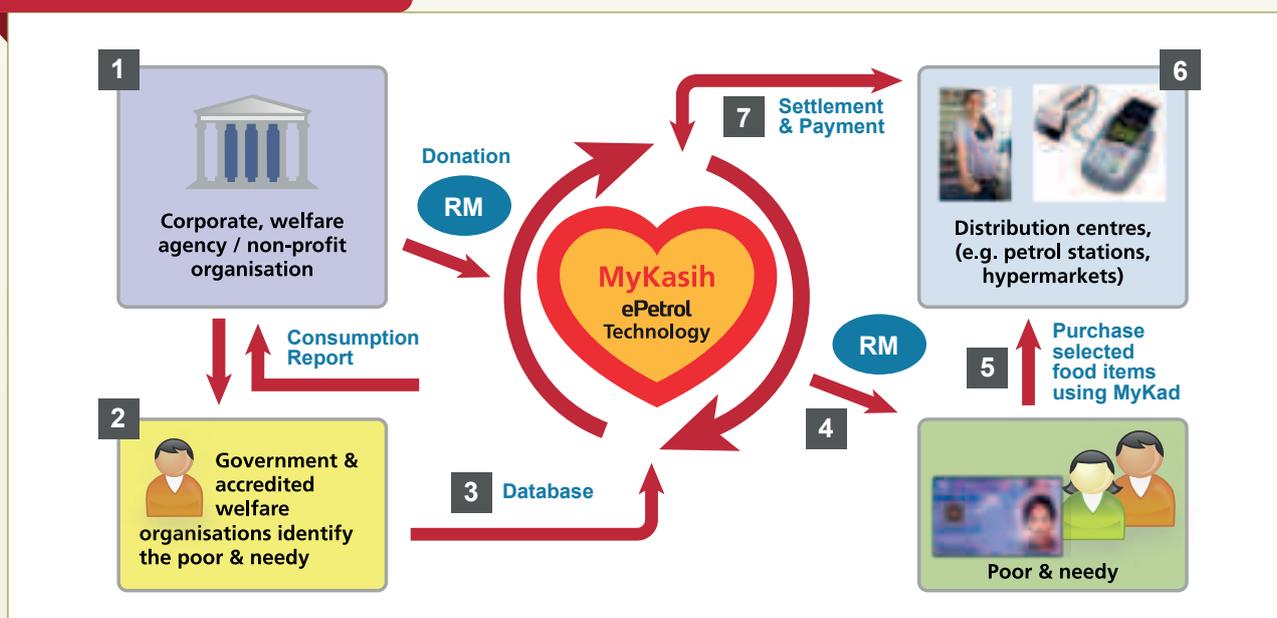
Revolutionising charity through a systemised welfare management solution using the MyKad



Established in April 2009, MyKasih Foundation is a charity organisation founded by Dialog Group's Executive Chairman Dr Ngau Boon Keat and his wife Jean Ngau, to help low-income families through food aid and education regardless of race, religion or descent.

The uniqueness of the MyKasih programme compared to other non-profit organisations doing food aid is in the former's technological edge in driving welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by ePetrol Holding, which uses the chip technology of the Malaysian identity card, the MyKad, to disburse welfare aid to target beneficiaries.

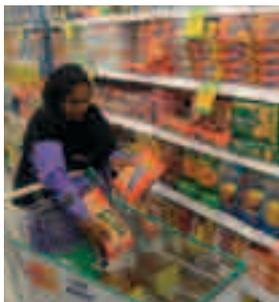
How MyKasih Works



- 1 Donors or welfare agencies select preferred locations to adopt families under the MyKasih 'Love My Neighbourhood' food aid programme for a minimum of one year.
- 2 Welfare agencies and/or non-governmental organisations help identify and select needy families based on criteria to assess the eligibility of potential recipients, such as monthly combined household income, number of household members, age, etc. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- 3 Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- 4 RM 40 is deposited into the recipient's MyKad account twice a month.
- 5 Recipients shop for essential goods from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages.
- 6 Recipients use their MyKad to pay with a limit of RM 80 a month. To guard against abuse, a unique bar-code scanning process at the point-of-sale ensures that only approved selected basic food items are purchased. To activate the payment transaction using the MyKad, recipients are required to key in a personalised 6-digit PIN. Upon a successful transaction, a receipt is generated which informs the recipient of his/her available balance for the next purchase.
- 7 ePetrol then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



MyKasih 'Love My School' Bursary Programme

Similarly, student beneficiaries under the MyKasih 'Love My School' student bursary programme use their MyKad-linked student smartcard (MyKasih cards) to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit www.mykasih.com.my.



1 Student selects food



2 Student presents MyKasih Card & keys in 4-digit PIN



3 Student keeps receipt to track expenses



- Donors select schools which they would like to adopt under the MyKasih 'Love My School' Bursary Programme.
- Selected schools will identify underprivileged students using qualitative and quantitative criteria to assess their eligibility. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- An account will be opened against selected students' MyKad into which a spending allowance of RM 30-40 will be deposited twice a month.
- Students shop for books and stationery items at the school bookstore or food items at the school canteen, and pay for their purchases using the MyKasih Student Smart Card.
- All students under the bursary programme are subjected to mid-term reviews of their academic progress in order to stay on the programme.
- ePetrol administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



Board of Trustees



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Chairman & Co-Founder



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GHAZALI



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PUAN SITI KHAIRON
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DATUK YAACOB
BIN MD AMIN

MyKasih Today

Since its successful pilot project in December 2008 involving 25 beneficiary families, MyKasih Foundation has reached out and provided food aid to close to 168,000 underprivileged families and students in 130 locations all over Malaysia, including Sabah and Sarawak, thanks to the generous financial support from corporate donors, individuals and government agencies.

Retail partners which have come on board to serve beneficiaries of the food aid programme now number more than 250 outlets - ranging from chain supermarkets to small community sundry shops.

Out of the 168,000 beneficiaries, 6,200 are primary and secondary students from 106 schools who are benefitting from the MyKasih 'Love My School' student bursary programme since its launch in July 2012.

The impressive growth in numbers within a short span of time stands testament to the technology that MyKasih capitalises on and the overall support from the Government as well as the private sector in helping the underprivileged.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor State Government and Selangor Zakat Board (Lembaga Zakat Selangor) have since appointed MyKasih Foundation to use the innovative and efficient Mykad solution for their existing welfare programmes.





A moment with PUAN SITI KHAIRON

As one of MyKasih Foundation's Board of Trustees, Puan Siti Khairon has joined the MyKasih team on numerous launch events together with Donor Partners. She has also diligently looked into the results of some of the training programmes the Foundation had run for its beneficiaries.

Here, she talks about the Foundation staying true to its mission of feeding the poor, while at the same time helping welfare beneficiaries take control of their lives and embark on that journey towards improving their quality of life.

Tell us what excites you about MyKasih Foundation.

I like how MyKasih Foundation delivers welfare aid to registered beneficiaries in a targeted manner. MyKasih channels donor funds direct to selected recipients via their MyKad (national identity card), thereby enabling them to use it as a payment tool to purchase essential food items at participating retail outlets without any cash exchanging hands.

This cashless payment system which runs on the MyKad technology not only reduces the cost of physically delivering welfare aid to beneficiaries door-to-door, but it also ensures that there are no leakages in the system.

A unique barcode scanning process at the point of sale allows MyKasih and its Donors to track exactly what the recipients are purchasing. This provides donors the assurance that their funds are used solely on approved items and within limits.

Furthermore, the aid is spread throughout the course of a one year period. The recipients (usually the mothers in the household) are able to plan their budget for groceries accordingly. When mothers are able to feed their children healthier food and can afford their children's schooling needs, we start a cycle of family and community development towards good health and prosperity.

What do you envision for MyKasih Foundation?

The Foundation must continue to feed the poor as that is the basic need we are able to immediately address through the use of technology. However, we should be careful not to perpetuate the "hand-out" mentality where the welfare recipients become dependent on aid and become lazy or complacent.

I am happy to say that MyKasih is able to offer its beneficiaries a broad range of programmes that complement each other. MyKasih carries out comprehensive training programmes covering areas such as health awareness and basic medical screening; financial management; empowerment or motivation; skills training and entrepreneurship; as well as tuition programmes, which cater to almost all segments of the household.

The skills and knowledge these recipients gain will undoubtedly improve their self confidence, maximise their entrepreneurial potential, as well as empower them to become self-sufficient.

This is a very important aspect of what we do together with the expertise from qualified training providers, but we can only help those who are willing to help themselves. The welfare recipients must want to make improvements in their lives. They must be dedicated, committed and hardworking in completing the often-intense programmes which we run.

The empowerment process starts with the generation of an idea, which the coaches will then help crystallise into a business plan and guide the participants into project execution. There will be a short period of hand-holding in the beginning, but I have seen some of the participants emerge out of their comfort zones in record-time and take charge of their lives and the future of their children.

We are still attempting to find the best programmes for the beneficiaries, as we are dealing with a multi-cultural family, society and country, but more specifically, a segment of the population which feels the hardest pinch from the rising cost of living.



Puan Siti posing with one of the MyKasih 'Love My School' student beneficiary of Sekolah Kebangsaan Sungai Udang, Melaka.

Where intervention programmes are concerned, there is no 'one size fits all'. However, one thing is for sure - Empowering women through health services, education, and economic opportunities will enable them to achieve meaningful and sustainable development that positively affects their immediate family members, the community and eventually, the country.

The role you play as a Trustee.

Having been an educator myself, I understand the importance of education and training as a long-term approach in helping the underprivileged equip themselves with the know-how to step out, and remain out, of poverty. In addition to being actively involved in the launches of the MyKasih programmes, I also facilitate the planning of the Foundation's training programmes through my existing network with universities, government agencies and non-governmental organisations (NGOs). At times, I also see myself as a cheerleader, cheering the MyKasih staff to go that extra mile and reminding them never to forget the real reasons why they do the things they do – to serve humanity.

PUAN SITI KHAIRON was a Non-Independent Non-Executive Director of Dialog Group Berhad from year 2005 to 2010. She retired from the Employees Provident Fund ("EPF") as the General Manager of the Fund Investment Department after having served EPF for 12 years until 2008. Prior to joining the EPF, she was a lecturer at Universiti Putra Malaysia for 16 years. Puan Siti Khairon holds a Masters (Economics) Degree from University of Philippines and Bachelor in Economics (Hons.) Degree from University Malaya. Puan Siti Khairon was a member of MyKasih Foundation's Advisory Council since the setting up of MyKasih in 2009. She was later appointed to the Board of Trustees of MyKasih Foundation on 30 August 2012.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - July 2013

LAUNCHES

MyKasih  GETS RM25,000 FROM
RAMADHAN CHARITY DRIVE



Children and celebrities at the mock cheque presentation ceremony.

On 16 July 2013, Dettol presented MyKasih Foundation with a cheque of RM 25,000 which was raised with the help from the public through its Ramadhan charity drive. The campaign ran for a month - from 20 June 2013 to 14 July 2013, and was conducted in Giant stores nationwide. For every RM 20 worth of Dettol products purchased at any Giant store, Dettol donated RM 0.50 to MyKasih Foundation.

As a world leader in antiseptics, one of Dettol's key objectives is to educate children and households on the importance of upholding good hygiene practices.

Sales Director of Reckitt Benckiser, Raghu Krishnan said, "We are glad to work with our trade partners to disseminate hygiene messages and encourage our consumers to adopt good hygiene habits especially when the Hari Raya festivities are approaching."

"The month of Ramadhan is also a period of reflection and giving. Therefore, we decided to make the whole campaign much more meaningful by getting our consumers to join us in reaching out to charities that help the poor and hopefully make the upcoming Raya celebration a joyous one for all," he added.

Reckitt Benckiser, a major producer of health, hygiene and home products, is a British multinational consumer goods company with operations in around 60 countries. Its products are sold in almost 200 countries and Dettol is one of its best-selling brands.

Present during the mock-cheque presentation ceremony on 16 July 2013 at Giant Bandar Kinrara in Puchong, Selangor, MyKasih Foundation Managing Director Jeffrey Perera said, "We would like to express our gratitude to Dettol for selecting MyKasih as a beneficiary of its charity campaign. This is such a meaningful gesture, especially during this month of Ramadhan."

In extending MyKasih's appreciation to Giant, Jeffrey added, "Giant was among the first retail organisations to partner with us to provide food aid to underprivileged families using the MyKasih technology. It was at this very same Giant Bandar Kinrara outlet where we launched our first MyKasih programme with Giant in 2009. Now, MyKasih's partnership with Giant spans 58 outlets nationwide. We are truly grateful for this unwavering support."

Also showing their support for the cause and joining in the fun were TV presenter Azura Zainal, Miss Tourism International 2011, Gabriella Robinson and Miss World Malaysia 2011, Chloe Chen.



Raghu Krishnan and celebrities signing their pledges.



Norine Majaman, GCH Retail (M) Sdn Bhd's General Manager of Marketing, Raghu Krishnan and Jeffrey Perera with the mock cheque.



The children and celebrities gave a vibrant performance while demonstrating the 7 important steps to proper hand-washing.



Dettol Boy had the children in stitches.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - July 2013

LAUNCHES



PETRONAS' SENTUHAN HARAPAN REACHES OUT TO THE HARDCORE POOR IN TERENGGANU

Sewing classes for single mothers, full-time housewives and the handicapped



Encik Haniff Hj Hassan, PETRONAS' General Manager of Corporate Affairs Division and Jeffrey Perera, Managing Director of MyKasih Foundation give thumbs up to the 'Zero to Hero' graduates.



A Mostwell trainer coaching a recipient on the nitty gritty of sewing.



A recipient showing off her skills with her brand new sewing machine.

PETRONAS organised a six-day sewing skills training course at Institut Teknologi Petroleum PETRONAS (INSTEP), Kuala Terengganu, for 70 participants under the company's Program Sentuhan Harapan PETRONAS, a community outreach programme that provides basic assistance to identified hardcore poor families across the country.

The programme, called "Zero to Hero", is a six-day course which offers single mothers, full-time housewives, and those with different abilities, the chance to learn various sewing techniques to enable them to produce items to sell to supplement their income.

The participants also receive training in supplementary life skills such as marketing techniques, effective communication and self-motivation, all geared towards improving their living standards.

Upon completion of the course, the participants will receive a multi-purpose sewing machine and other sewing essentials. The graduates will also be invited to attend subsequent courses to enhance their sewing techniques and take on projects via a monthly mentoring programme, to be conducted for two days each month over a period of six months.

During the closing ceremony on 28 May 2013, PETRONAS' General Manager of Corporate Affairs Division, Encik Mohd Haniff Hj Hassan presented certificates to the participants.

“Program Sentuhan Harapan PETRONAS is not just about giving aid, it is also about providing the means and opportunities for underprivileged families to improve their living standards through specially-designed courses and skills training,” said Encik Mohd Haniff.

Program Sentuhan Harapan PETRONAS aims to reach out to selected hardcore poor families across Malaysia by providing them with food aid worth RM 80 per month for two years. Apart from food aid, the recipients also receive training in supplementary life skills courses such as basic financial literacy and entrepreneurship, to help them gain knowledge that could assist them to break away from the cycle of poverty.

Other than Terengganu, similar sewing training modules have been conducted in Kelantan, Perak, Selangor, Johor and Melaka. The 70 participants who graduated on 28 May 2013 were amongst the 200 individuals from families selected for the sewing skills training module under the programme.



Proud moment for the recipient, on receiving her graduation certificate from Encik Haniff.



Some of the products made by the ladies of the 'Zero to Hero' programme.

PETRONAS is working closely with MyKasih Foundation in implementing the programme. MyKasih has appointed Mostwell Sdn Bhd to provide the sewing skills training to 200 candidates from the Sentuhan Harapan families. MyKasih Foundation Managing Director, Jeffrey Perera who was present on that day was impressed with the turnout and success of the programme so far.

“What PETRONAS is doing is commendable and we hope that they will extend the programmes to more underprivileged families to help them improve their livelihood,” said Jeffrey.

To-date, Program Sentuhan Harapan has benefitted a total of 13,500 underprivileged families across the country.



Who says men cannot sew? Encik Haniff presenting a certificate to a proud male graduate.



After successfully trying his hand at sewing, Encik Haniff proudly poses with his completed tissue pouch!



A recipient showing off her creation of a T-shirt dress as part of the creativity in using recycled products.



Keeping up with Puan Nazrin Aneeza

*Creative-inclined and with seemingly boundless energy and care for others, this devoted wife and mother of four is extremely passionate in donating her time, skills and effort towards charity and community work. She inculcates these values of giving, humility, and sharing, within her children by taking them with her on her humanitarian outings. MyKasih catches up with **Puan Nazrin Aneeza bt Nazaruddin**, a member of MyKasih Foundation's Advisory Council who has been instrumental in establishing and executing the SEW4Life sewing skills training programme for MyKasih's welfare recipients.*

What are your personal thoughts on MyKasih and the programmes they run?

I am proud to be part of the Advisory Council for MyKasih. What is unique about MyKasih is how it is able to reach out to thousands of those in need using technology, while eliminating a lot of unnecessary processes (for example, the conventional delivery of food aid door-to-door). Furthermore, MyKasih understands that although food aid is necessary, it is not enough to break the poverty cycle. Hence, programmes are created to generate sustainable income for these underprivileged families.

Imparting skills training and education is key in helping families from the low income bracket to better their quality of life and become financially independent. But we can only help those who are determined to improve themselves. In order for such intervention programmes to be successful, all parties have to understand their roles and be serious about executing them.

Please tell us about the SEW4Life programme that you had initiated for MyKasih.

I was asked to help MyKasih develop a skills training programme for the recipients, the 'MyKasih mothers'. After some thought and planning, I decided on a programme called Skills: Empowering Women for Life or now more popularly known as SEW4Life. SEW4Life focuses on sewing as the key skill element, as I felt that sewing is able to provide a wide spectrum of job opportunities and can be done at home, which is useful for mothers or housewives who have to care for dependents within the household.

My friends and I do a lot of sewing in our free time as a hobby and have now become trainers for SEW4Life. I conduct some of the sewing classes myself, such as the embroidery and smocking dresses. What is great about having hobbyist friends as trainers is that making money is not their main priority. Through the many hours spent with the MyKasih participants, the trainers are more committed about having the students achieve their goal of producing quality products, which are taught by them.

We teach our ladies on how to sew bags, quilts, coasters, baby clothes, bibs, telekung, baju kurung, iPad or tablet covers, and many more. We also teach them how to do appliqués and beadwork to beautify and add value to the products they make.



Puan Nazrin teaching her students how to do the 'smocking' effect.



Puan Nazrin was instrumental in initiating the sewing skills training programme called SEW4Life, which was adopted by Chevron Malaysia in May 2012.

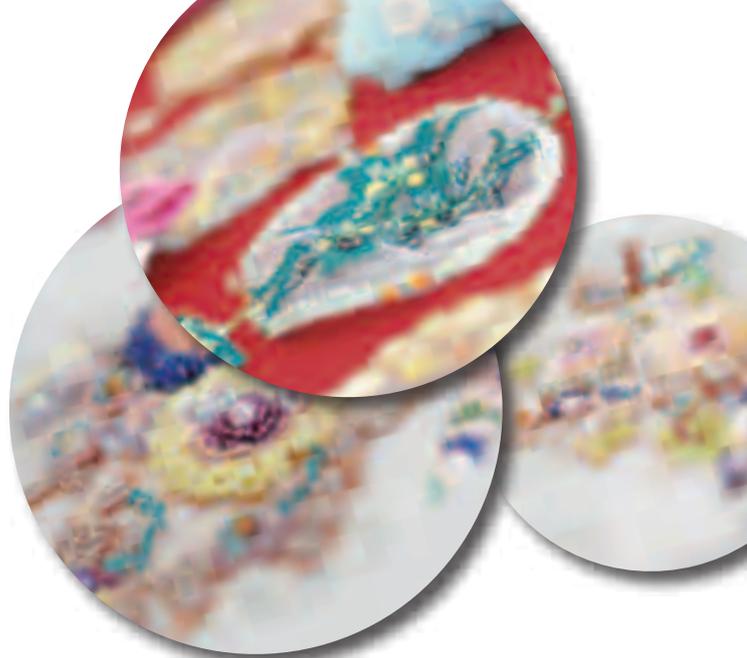
The SEW4Life programme was adopted by Chevron Malaysia as part of their CSR initiative called Caltex SEW4Life. After completing a 6-month course, the graduates will be given an interest-free loan for sewing materials to enable them to start producing or to brush up on their skills. The money recovered from the loan repayment is returned to the pool of funds for the next group of students to pursue sewing.

The graduates are also taught how to price and market their products. They can also continue to attend other classes to upgrade their skills at no cost to them. I find these ladies learn to be more confident after acquiring new skills. Most of them are either single mothers or mothers to small children. I am proud to say that this programme has provided them with the necessary skills sets, allowing them to be productive at home. As trainers, we continuously encourage the students to always grab opportunities to better themselves.

Moving forward, I would like to upgrade the current SEW4Life programme to enable us to give out sewing machines to the graduates which will enable them to produce better goods. I would also like to include a segment to teach them how to market their products more efficiently to a wider market.

Are you involved with other charity initiatives other than MyKasih?

Yes, I am, actually. I am currently heading the Welfare Committee of PETRONITA, a non-government organization that is governed by PETRONAS for welfare and community-building efforts initiated by the wives and women staff of PETRONAS.



Close ups of some of the beautiful bead work by the ladies.

We do many CSR projects, which range from aiding other NGOs and their specific social causes, to projects with orphans, old folks and the poor. The latest and largest project that we are initiating is to help the fishermen and the village folks of Jeram, Selangor, to better their livelihood as they are badly affected by the polluted rivers.

How do you spend your free time?

I spend my Sundays giving free tuition and reading classes to the children in the low-cost PPR flats of Lembah Subang. Two of my children teach there as well. I try to make some free time at least once a week to meet up with my best friends to do some painting. Other than that, I enjoy reading and writing, with the hope of finishing my first novel and getting it published one day soon!



Puan Nazrin showing Co-Founder of MyKasih Foundation, Mrs Jean Ngau some of the work made by MyKasih's recipients.

Q2

MyKasih

'Love My School'

Programme Launch, April - July 2013

LAUNCHES



AmBank Group

AMBANK GROUP LAUNCHES THE AMBANK-MYKASIH COMMUNITY PROGRAMME IN BAYAN BARU AND KUALA TERENGGANU



A group shot with AmBank-MyKasih recipients of the launch.

Since November 2009, AmBank Group has allocated SRM 1 million annually to MyKasih Foundation to provide food aid to low-income households. Under the AmBank-MyKasih community programme, 960 welfare recipients are currently able to shop and pay for essential food items using their MyKad at participating retail outlets.

These AmBank-MyKasih communities are spread across 13 locations, namely Sentul and Cheras (Kuala Lumpur); Rifle Range and Bayan Baru (Penang); Pandan Jaya, Klang, and USJ, (Selangor); Ayer Keroh (Melaka); Kuala Krai and Kubang Krian (Kelantan); Menggatal and Sandakan (Sabah); and Kuching (Sarawak).

On 1 June 2013, AmBank Group launched the AmBank-MyKasih Community Programme in Bayan Baru - its second adopted community in Penang after Rifle Range.

Speaking at the launch event in Giant Hypermarket Bayan Baru, Tan Sri Azman Hashim, Chairman of AmBank Group said, "A project such as this has helped fulfill our objective of being a socially-responsible corporate citizen. We are very happy to participate in an initiative that addresses the immediate needs of underprivileged families."

He added that AmBank Group has committed RM 104,000 to support the 100 families in Bayan Baru and Rifle Range this year.

Present during the launch, MyKasih Foundation Managing Director, Jeffrey Perera said, "We would like to thank AmBank Group for selecting MyKasih Foundation as a community partner in AmBank's CSR initiatives and for their support in poverty eradication efforts through the MyKasih 'Love My Neighbourhood' food aid programme."

One of the beneficiaries of the programme, Hamdan Razali, 41, said he was very thankful for the aid.

"I have seven children and this monthly allowance has helped me put food on the table for my family," said Hamdan who is self-employed.

Within the same month, on 22 June 2013, AmBank Group proceeded to launch their AmBank-MyKasih food aid sponsorship for another 50 families in Kuala Terengganu.

In expressing gratitude to AmBank Group for its generosity and continuous support over the years, MyKasih Foundation Chairman and Co-Founder Dr Ngau Boon Keat said, "AmBank Group was among the first organisations to partner with MyKasih in delivering food aid to the poor and we hope they will serve as an inspiration for others to come on board this philanthropic journey."



Tan Sri Azman Hashim (left) together with Jeffrey Perera (right) during the RM 1 million mock cheque presentation.



AmBank Group's Senior General Manager of Group Communications and Marketing, Syed Anuar Syed Ali (far left), posing with three recipients in Kuala Terengganu after their successful first purchases.



Tan Sri Azman Hashim helping a food aid recipient make her first purchase.



Thumbs up! A recipient from Bayan Baru poses with Tan Sri Azman Hashim after a successful transaction.



Two very happy recipients driving away in their motorbike after their first purchase during the event in Kuala Terengganu.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - July 2013

LAUNCHES



SIME DARBY LAUNCHES JALINAN IKHTIAR FOR 200 NEW FAMILIES IN SUBANG AND PUCHONG



Siti Khairon, MyKasih Foundation Trustee (left) receiving a mock cheque from Shahnaz Jamal Mawji, CEO of Sime Darby Healthcare's Nursing College (centre) while Sime Darby Group's Head of Corporate Social Responsibility, Nadiah Hanim Abdul Latif (right) looks on.

Sime Darby Berhad has expanded their corporate responsibility initiative with MyKasih Foundation by adding another 200 welfare beneficiaries from Subang and Puchong, Selangor, under their 'Program Jalinan Ikhtiar'.

'Jalinan Ikhtiar' is a community initiative aimed at helping the vulnerable productive poor from low-income households through food aid and education. The programme is part of the Group's larger corporate responsibility commitment to contribute to the wellbeing of the people and the nation.

Sime Darby's Program Jalinan Ikhtiar with MyKasih started in August 2011 with 100 families in Jalan Ipoh and Keramat, Kuala Lumpur, followed by another 100 families in Hulu Langat, Selangor, in February 2012. Recently on 7 July 2013, Sime Darby launched Jalinan Ikhtiar at Denai Alam Recreation Club in Shah Alam together with 200 of their newly adopted families from Puchong and Subang.

The sunny Sunday outdoor event saw the beneficiaries attending talks and participating in group activities, while the children had fun playing games with HANKidz. An inspiring introduction to Program Mengecapi Aspirasi Diri, an empowerment, entrepreneurship and income generation programme by LifeWorks Sdn Bhd was conducted by Life Coach, Sharmini Hensen and her team coaches Madam Ong Poh Neo and Puan Jashida Kamal. This was then followed by an energetic \$SPRING money management workshop led by Neela Mehan and his team of facilitators from SG Academy.

Sime Darby Group also roped in Yayasan Sime Darby and Sime Darby Healthcare's Nursing and Health Sciences College during the Meet & Greet session on the launch day. Yayasan Sime Darby operated a booth session to provide the families with information on opportunities for their children. Meanwhile, the medical officers and students from the Nursing and Health Sciences College carried out basic health screening of blood glucose levels and blood pressure.

Later in the afternoon, the Jalinan Ikhtiar beneficiaries from Jalan Ipoh, Keramat and Semenyih joined in on the event for their graduation ceremony, after having completed a ten-month financial literacy programme conducted by training provider, Market Intelligence Sdn Bhd. It was indeed a proud moment for these families who have benefitted greatly from the programme which taught them the basics of personal financial management, such as savings, insurance and investments.

In her closing speech, Sime Darby Group's Head of Corporate Social Responsibility, Nadiah Hanim Abdul Latif, welcomed the new beneficiary families onto the Jalinan Ikhtiar programme. She encouraged them to make the best of the welfare aid provided and expressed the Group's hope that the families will take steps towards improving their wellbeing by participating in the training programmes offered to them.

"Now in its third year, the Jalinan Ikhtiar programme will be enhanced with courses aimed at helping the participants equip themselves with knowledge and tools to achieve financial stability. This, we hope, will set a solid foundation for the next generation, their children, to step out of poverty for good," added Nadiah Hanim.



LifeWorks' Life Coach, Sharmini Hensen, conducting an introduction to the empowerment, entrepreneurship and income-generation programme called 'Mengecapi Aspirasi Diri' (MAD). The four-month intensive workshop aims to help participants generate additional income with their inherent skills and existing resources, so that they become more financially independent and emotionally liberated.



Successful MyKasih graduates of previous MAD Programmes, Rajagogila (top picture in green) and Morrell (above in pink) from Wangsa Maju, participating in the 'Working Adults' booth session where they displayed items for sale. At the same time, they were able to share their experiences of hardship and give insights into the MAD Programme. They also imparted words of encouragement to the Jalinan Ikhtiar participants to take that first step towards improving their economic standing and general well-being.



Medical officers and students from Sime Darby Healthcare's Nursing and Health Sciences College conducted basic health screening for the Jalinan Ikhtiar participants, such as blood pressure and blood glucose levels.



Children of Jalinan Ikhtiar participants were kept entertained by HANKidz Founder/CEO, Hank, and his team through group games and magic shows.



The participants enjoying a fun Chicken Dance routine demonstrated by facilitators from SG Academy, before they went into group activities during the \$PRING money management workshop by Mr Neela Mehan.



'Menara Sime Darby' group-based competition requires coordination and teamwork to build the tallest structure out of paper.

That is true team spirit! One of the groups extremely proud of their collective achievement.



Mr Neela Mehan getting the participants ready for a short workshop on smart investments using paper money.



MyKasih Foundation Trustee, Siti Khairon, shares a proud moment with a graduate.



Jalanan Ikhtiar recipients from Jalan Ipoh and Keramat receiving their Graduation Certificates from Shahnaz, CEO of Sime Darby Healthcare's Nursing College.



Siti Khairon, Shahnaz Jamal and Nadiah Hanim posing with Siti Aminah (third from left) who is from Semenyih as she shares her achievement with her husband and daughter.

Thank you, Sime Darby



Group photo of the financial literacy graduates from Jalan Ipoh and Keramat.



Jalanan Ikhtiar recipients from Semenyih receiving their Graduation Certificates.



PAINTING A BRIGHTER FUTURE FOR CHILDREN IN SEMENYIH



Sime Darby's Corporate Social Responsibility (CSR) team, together with Kassim Chin Humanity Foundation (KCHF) and MyKasih Foundation, collaborated to create a safe and conducive environment for the community in Semenyih to read, study and play.

In October 2012, KCHF's community centre was given an uplift by the Sime Darby staff volunteers who scrubbed, cleaned, painted, and put up furniture. All of these were done together with the help of the children from the community.

A colourful mural was designed by Sime Darby's volunteers. Despite the weather conditions, everyone had a great time painting and putting their mark on the mural.



Sheila Ibrahim from Sime Darby mixing the mural paint with a big smile.



Top and above: Volunteers adding colours to the mural design.

The ladies from the community planted 'Umbra' trees (otherwise known as Golden Apple or Ambarella). The fruits will be available to the members of the community for their own consumption. The men worked on cleaning the porch and gate.

The children were so excited at the prospect of having their own community centre where they can attend extra classes, play with friends, and read books from the mini library. A vegetable patch was created to allow the children and their families the space to plant their favourite fruits and vegetables in the centre's vegetable garden. The children helped in various tasks to ensure the community centre was comfortable and an attractive place for them.



Sime Darby staff (top) and community members (above) volunteered in the planting of the vegetable and fruit garden.

Top and above: Children of the community helping with painting the gate and mural.



A MyKasih volunteer putting the finishing touches on the community centre.

The children were tasked to arrange books for the mini library.



The three women representing the organisations that have come together. From left: Miliee Kassim, Nadiah Hanim and Shafinaz Suhaimi.

On Saturday, 1 June 2013, Sime Darby's CSR team organised a small get-together to mark the opening of the community centre. The gathering was attended by Nadiah Hanim Abdul Latif, Sime Darby Berhad's Head of Group Corporate Social Responsibility, Miliee Kassim, Executive Trustee of the Kassim Chin Humanity Foundation and Advisory Council Member of MyKasih Foundation; and Shafinaz Suhaimi, Senior Manager of MyKasih Foundation.

Miliee thanked Sime Darby for their support and for recognising the need for such a centre in Semenyih.

"Many children have already come forward to ask me about the programmes to be conducted at the community centre. They truly appreciate the collaborative efforts of Sime Darby, KCHF and MyKasih Foundation," she said with a smile.

Nadiah Hanim thanked everyone for their hard work and commitment in beautifying the community centre.

She told the children that the community centre is a safe place for them to study and do their homework. She also hopes they will enjoy using the facility and all the books that are available to them.



The children posing with their animal masks during the event while some of them could not wait to explore the mini library!





MYKASIH CHARITY GOLF 2013



Ready, set and go! The golfers were eager to start their game.

On 8 June 2013, 128 golfers teed off for a good cause at the Glenmarie Golf & Country Club in Selangor. The tournament raised RM 486,666 through flight sponsorships and cash donations, surpassing last year's fund-raising achievement of RM 380,000.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat was very encouraged with the support. In thanking the sponsors during the prize-giving dinner ceremony, Dr Ngau explained that the funds raised from this charity golf tournament will go towards the MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme for the underprivileged.

The MyKasih charity golf tournament has become one of MyKasih Foundation's most significant annual fund-raising events. It also presents a great opportunity for Donors and Partners to come together to network and stay updated on the Foundation's activities.

This year's event also marked a significant milestone for the Foundation when Dr Ngau acknowledged the collaboration with Yayasan Cemerlang, which provides 50 full scholarships to MyKasih recipients' children to pursue their tertiary studies in UNIRAZAK. MyKasih's first group of seven youth scholars was introduced to the guests that evening.

The mood during the dinner event was jovial and merry, complete with a surprise birthday treat for Dr Ngau by his wife Jean, who had cupcakes wheeled out to the sounds of a birthday song sung by the guests in attendance.

The highlight of the evening was the announcement of the tournament winners by Datuk Yaacob Amin, Trustee of MyKasih Foundation. The winners are:-

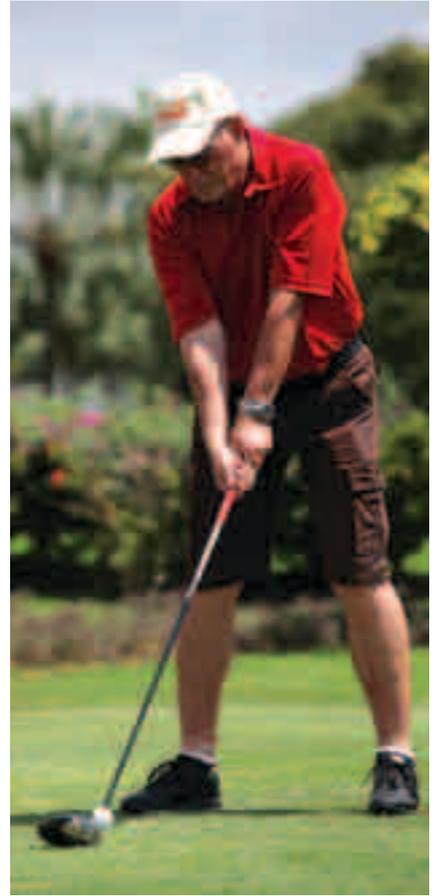
- Medal A - Mr Kong Swee Yap
- Medal B - Encik Mustaffa Kamal
- Ladies - Ms Lim Ling Ling
- Longest drive - Mr. Frankie Poon
- Nearest to Pin - Encik Shahzan and Mr. Wong Voon Pui
- Nearest to Line - Dr Ngau Boon Keat and Encik Hilaluddin Ashaari
- Bull's Eye - Encik Shahzan

Thanks to the generosity of prize sponsors, there were more than 60 lucky draw prizes won that night, which also included a 42-inch plasma TV as the grand prize.

MYKASIH CHARITY GOLF 2013



MYKASIH CHARITY GOLF 2013



MYKASIH CHARITY GOLF 2013 PRIZE GIVING DINNER



CONTRIBUTORS TO THE MYKASIH CHARITY GOLF TOURNAMENT 2013

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7 MYKASIH YOUTHS RECEIVE FULL SCHOLARSHIPS



Yayasan Cemerlang is collaborating with MyKasih Foundation, through its Tun Rahah scholarship fund, to offer 50 full scholarships to MyKasih youths (SPM-leavers) to pursue their tertiary education at Universiti Tun Abdul Razak (UNIRAZAK) in Kuala Lumpur.

The Scholarship Fund aims to empower high-achieving students, especially those from underprivileged backgrounds, by facilitating their access to a world-class education. These awards will provide the selected candidates with an opportunity to develop to their fullest potential, fulfill their aspirations and contribute towards the nation's development.

For the first intake in June 2013, seven MyKasih youths were successful in their application for the Yayasan Cemerlang Tun Rahah scholarship. The scholarship covers their full tuition fees for 4 years (1 year Foundation course + 3 years Degree course), as well as living expenses and a full waiver on all registrations and annual fees.

The scholarships were offered in the following fields: Islamic Banking and Finance, Accountancy (CPA), Entrepreneurship, and Leadership.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat expressed his heartfelt gratitude to Yayasan Cemerlang for offering the scholarships to the first batch of MyKasih youths.

“Investing in education for the underprivileged is one sure way of ensuring the well-being of the nation. The benefits are truly far-reaching. I came from a very poor background too, but it is education that made me what I am today,” said Dr Ngau, who is also the Executive Chairman of Dialog Group Berhad.

Present during the dinner were representatives from UNIRAZAK and Yayasan Cemerlang – namely Prof. Datuk Dr. M. Zabid bin Haji Abdul Rashid, Chairman & Vice Chancellor of UNIRAZAK and Board of Trustees for Yayasan Cemerlang; and Assoc. Prof. Dr. Hafriza Binti Burhanudeen, Chief Executive Officer of Yayasan Cemerlang.

Assoc. Prof. Dr Hafriza said, “It is indeed an honour for Yayasan Cemerlang to have been given the opportunity to collaborate with MyKasih. We look forward to taking on more students from MyKasih households.



The seven scholars who received full scholarships under the Yayasan Cemerlang Tun Rahah scholarship programme with their prizes at the MyKasih Charity Golf 2013 prize-giving ceremony. With them are (far left) MDeC Chief Executive Officer, Datuk Badlisham Ghazali, MyKasih Chairman and Co-Founder, Dr Ngau Boon Keat (back row, third from left) MyKasih Foundation Co-Founder, Jean Ngau (back row fourth from left), Chairman and Vice-chancellor of UNIRAZAK, Prof Datuk Dr Md Zabid Abdul Rashid (back row, second from right); and Yayasan Cemerlang Chief Executive Officer, Assoc Prof Dr Hafriza Burhanudeen (back row, far right).

About Yayasan Cemerlang

Yayasan Cemerlang believes in young and talented people. Like precious seedlings, they have the potential to grow into mighty trees, deeply-rooted in knowledge, creativity, ethics and social values. There is no better way to support this process than to provide them with the gift of a lifetime in the form of a quality education.

The **Tun Rahah Scholarship Fund (TRSF)** was set up for this purpose, building upon Yayasan Cemerlang's on-going mission of forging strategic partnerships with the public and private sector to recognise academic excellence. The scholarship fund aims to nurture the potential of deserving young Malaysians, including those from underprivileged backgrounds, to enable them to pursue a quality education at any local university.

GET TO KNOW THESE SCHOLARS AS THEY SHARE THEIR STORIES HERE:



BEN GUAN

FROM SEREMBAN, NEGERI SEMBILAN.

NEVER GIVE UP, NEVER DREAM THE DREAM... LIVE IT!

Ben Guan is the youngest of three siblings from Seremban, Negeri Sembilan. His father became unemployed when the factory he was working in had to lay off workers as business was not doing well. Ben's mother then became the main breadwinner and struggled to support the family on her income as a lab assistant.

Under MyKasih's collaboration with Yayasan Cemerlang, Ben has been awarded a full scholarship by the Tun Rahah Scholarship Fund to take up a Bachelor of Arts (Leadership) course at Universiti Tun Abdul Razak.

"I hope to become a CEO of a successful company or even a president of a social organisation like MyKasih Foundation so that I may lead everyone to the path of success and happiness," he said.



CHONG SU MAN

FROM SANDAKAN, SABAH.

PROBLEMS AND CHALLENGES ARE HURDLES THAT MUST BE OVERCOME IN ORDER TO ENJOY THE FRUITS OF ONE'S LABOUR.

Chong Su Man comes from an impoverished family of six in Sandakan, Sabah. Her 49 year-old father works as a lorry driver for a food transportation company and does part time work as a van driver for a church on weekends. Her mother supplements the family income by selling chinese cakes at the market every day. Her parents toil hard to put food on the table and support their school-going children.

Under the Tun Rahah Scholarship Fund, Su Man has chosen to take up the Australian CPA Accounting course in UNIRAZAK. She aspires to be a professional accounting manager to earn more money to care for her parents and to improve her family's current situation.

"To all the children of MyKasih, I hope they can take the opportunity that has been offered to them. Study hard and do the best in order to succeed in life. Always be prepared to take on new challenges, as opportunities will not wait for those who are not prepared," she said.





CHUA JIA XING
FROM BATU PAHAT, JOHOR.

**NO SUCCESS WILL COME
WITHOUT EFFORT.**

The eldest of three siblings, Chua Jia Xing hails from Batu Pahat, Johor. Her mother takes care of the household, while her father is a construction worker.

“His job is tough and exhausting. I have seen him working under the hot sun, with beads of sweat rolling down his cheeks. I promised myself that I will not waste his hard-earned money,” she said.

Like Chong Su Man, Chua Jia Xing chose the Australian CPA Accounting course as her field of study in UNIRAZAK under Yayasan Cemerlang’s Tun Rahah Scholarship Fund.

“My professional goal is to find a good job that allows me to earn enough money to support my family. One day when I am ready, I hope to be a successful accountant in my own firm. I am aware of the obstacles I must face in order to achieve this dream but I believe I am strong enough to achieve it,” she said firmly.



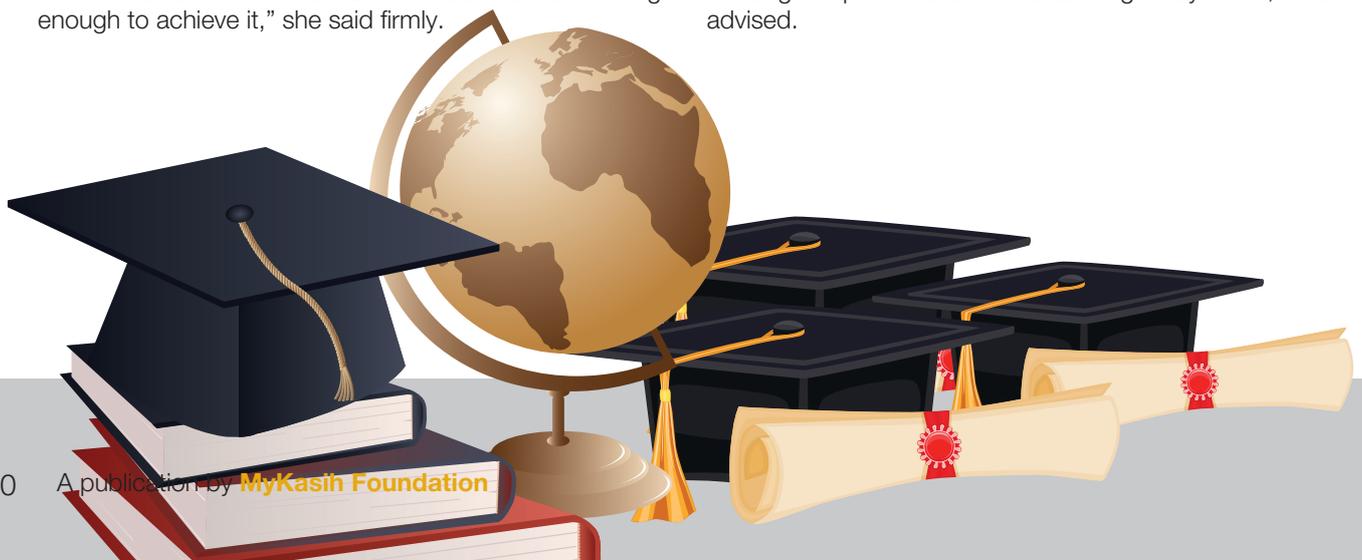
LIM KER IKR
FROM KUALA LUMPUR.

**AFTER THE STORM COMES THE
RAINBOW**

Hailing from Kuala Lumpur, Lim Ker Ikr believes that although she comes from a poor family, she is blessed with opportunities and experiences that can only make her better and stronger. The eldest of two younger siblings, her father works as a company dispatch while her mother manages the home.

She was awarded a full scholarship under the Tun Rahah Scholarship Fund to do a Bachelor’s Degree in Business Management (Entrepreneurship). She dreams of becoming a successful entrepreneur.

“To my fellow MyKasih recipients out there, do appreciate this opportunity of being granted the financial aid. There are many others out there who are less fortunate than we are, and many people who are incapable of continuing their higher education due to financial constraints. Always remember that after the storm, comes the rainbow. Never give up no matter how bad things may seem,” she advised.





**NOR AMALINA
IZATI BINTI AHMAD
HANAPI**
FROM TEMERLOH, PAHANG.

**I AM ONE STEP CLOSER TOWARDS
ACHIEVING MY DREAM. WILL YOU
JOIN ME ON THIS JOURNEY?**

Nor Amalina, the fourth child out of seven siblings, hails from Temerloh, Pahang. Her parents operate a small, rented restaurant near their home to support the big family.

The success of her scholarship application was a big surprise. "My father encouraged me to take up the scholarship, saying that I will just need to study harder and make sure I achieve good results. He told me if I did not take this offer, I may not get another chance," she said.

Her dream is to take over her father's restaurant and market it around Malaysia and later on, internationally. Naturally, she chose to pursue a Bachelor's Degree in Business Management (Entrepreneurship) at UNIRAZAK.

"I want the world to know what fantastic cooks my parents are, just like the Haji Samuri Satay franchise. I want to be successful in this business so that I am able to support my family later on and have a more comfortable life," she said.



**NUR HIDAYAH BINTI
MUHAMMAD**
FROM KUALA KURAU, PERAK.

**EVERY ROLE WE PLAY IS AN
IMPORTANT ROLE IN CONTRIBUTING
TO NATIONAL DEVELOPMENT**

Nur Hidayah comes from a single-parent household in Kuala Krau, Perak. She is the middle child and only girl in the family. Her father passed away when she was thirteen due to a factory accident and her mother is ill with a chronic case of asthma. The family is now very dependent on the money received from PERKESO and the food aid from the MyKasih 'Love My Neighbourhood' programme.

"We realise that the only way we can take care of our mother and the family is through education. Right now I am a proud student of UNIRAZAK, studying Bachelors of Accounting under the Tun Razah Scholarship Fund," she said.

She hopes to become a successful accountant, serving the government or a government-linked company.

"This would be my contribution to my country. I believe that every role we play is an important role in contributing to the development of the nation," she explained.

"I look forward to welcoming other MyKasih children in UNIRAZAK under the MyKasih-Yayasan Cemerlang family!" she ended.



NURUL SUHAILA BINTI SAMSUDIN

FROM ARAU, PERLIS.

**I MAY BE STRUGGLING BUT THAT
WILL NOT STOP ME FROM GETTING
TO WHERE I WANT TO BE**

When Nurul Suhaila was 5 years old, her parents divorced and she was cared for by her grandmother in Perak. She recalls her grandmother's advice, "Education, religion and moral values are the three key things that will help get me through life as a successful person."

At the age of 14 she moved in with her aunt in Pahang and upon completing her SPM examinations she moved to Arau, Perlis to live with her father. Her father works as a contractor while her stepmother sells Malay kuih at a school canteen to support her four school-going siblings.

She has chosen to take up the Bachelor's of Business Administration (Honours) in Islamic Banking and Finance course in UNIRAZAK and hopes to eventually work in the government sector.

"I am grateful and proud to be studying at UNIRAZAK. This is a golden opportunity for me to succeed in life and repay my family members for the sacrifices they have made in raising me. I am now learning the meaning of independence and self-reliance," she said.

"I am grateful to Dr. Ngau and his wife, Mrs Jean Ngau, for feeding my family under the MyKasih food aid programme. Thank you to Yayasan Cemerlang for this education opportunity, it has really made a difference in my life," she ended.





Absent from this picture is Lim Ker Ikr.

CROWE HORWATH & LB ALUMINIUM REACH OUT TO STUDENTS IN NEED



After the signing of the MOU. (From left to right: LB Aluminium Bhd Chief Executive Officer Mark Wing Kong; LB Aluminium Bhd Executive Chairman Datuk Vincent Leow; Project CHange MyKasih beneficiary Grace Chong; Crowe Horwath Partner Mok Wai Ling; Crowe Horwath Managing Partner Poon Yew Hoe).

In 2012, Crowe Horwath, Malaysia's fifth largest accounting firm, launched Project CHange which is a sponsorship programme that matches deserving students with companies who sponsor their university course fees, study materials, hostel rentals and other reasonable living expenses.

The sponsorship programme makes use of the government's tax incentive to allow double tax deductions for companies which provide financial assistance to Malaysian students pursuing their education in local universities.

To-date, Project CHange has helped to raise RM 450,000 per academic year by connecting 23 companies which have sponsored a total of 44 students in universities throughout the country. Crowe Horwath is currently sponsoring 12 university students under Project CHange.

In August 2013, 20-year old Grace Chong, daughter of a MyKasih recipient residing in Selangor, was awarded a full sponsorship worth RM 65,300 under Project CHange to pursue her tertiary studies in a renowned local university.

Grace had completed her Foundation in Science at HELP University in August 2012 and was very much interested to further her tertiary studies reading Psychology at HELP. However, the three-year degree course fee came up to an amount which was rather prohibitive for Grace and her family to bear.

Mok Wai Ling, a partner of Crowe Horwath and co-founder of Project CHange explains why she recommended Grace to Datuk Vincent Leow, Executive Chairman of LB Aluminium Bhd, one of the largest suppliers of aluminium extrusion in Southeast Asia.

"Having spent two hours interviewing and assessing Grace, I am not surprised she came highly recommended by MyKasih. Grace has a maturity beyond her young age. I found her to be very passionate about life, and so joyful, in spite of the many problems she has faced," said Mok Wai Ling.

"Grace firmly believes that she must live her life with purpose and accountability. Her pursuit of a course in Psychology is prompted by her belief that it will prepare her to reach out and help people who are unable to cope with mental stress, especially young children and to help them recognize and develop their talent and potential. How can you turn away from one so young, and yet so full of compassion and conviction," added Mok Wai Ling.

Even though Project CHange generally recommends a sponsorship sum of RM10,000 per academic year, Datuk Vincent Leow himself was so impressed by Grace that he generously agreed to sponsor the full amount of her course fees. This is a reflection of his belief and confidence in her.

"I too came from a poor family background. At a young age, and as the youngest of seven siblings, I had quickly learned about responsibility and the importance of education to step out of poverty," said Datuk Leow.



Datuk Vincent Leow

"There is a Chinese saying, 'Throw a brick to attract a jade'. So I hope our social investment in Grace will yield a qualified psychologist and more importantly, a responsible citizen, who in turn will contribute back to society. I am very grateful to Crowe Horwath and MyKasih Foundation for introducing us to Grace and enabling us to render assistance where it is needed," added Datuk Leow.



Dr Ngau Boon Keat

Chairman and Co-Founder Dr Ngau Boon Keat thanked Crowe Horwath and LB Aluminium for sponsoring Grace's university studies.

"Part of corporate social responsibility is to improve society by cultivating synergy between the government and the private sector in the eradication of poverty. Children's education is a very significant component of poverty eradication as they are the nation's leaders of tomorrow. To invest in a child's education today is to invest in the wellbeing of our country," said Dr Ngau.

"I am therefore very appreciative and thankful to Crowe Horwath and LB Aluminium for sponsoring Grace. I hope Crowe Horwath will continue to assist more MyKasih children in the future," added Dr Ngau.



About Grace...

"It saddens me to see children not knowing how to cope with stress and losing hope in life at such a young age. If anything at all, I would really like to help these children realise that the potential within themselves can be larger than the negativity that surrounds them," said Grace, when asked why she has decided to pursue a degree in Psychology.

Grace Chong Yan Chee is the second child of Madam Yong Kam Leng, a recipient of the Dialog-sponsored MyKasih food aid programme in Kayu Ara, Petaling Jaya, Selangor. The 20-year old has three other siblings - an elder sister who works fulltime to support the family and two younger ones who are still in secondary school.

Grace's father is partially paralysed due to a stroke he suffered years ago and is therefore no longer able to work. Grace's mother, Madam Yong is a cancer-survivor who, despite her health condition, works hard as a cleaner to make ends meet.

An inspiring youth with a cheery disposition, Grace has clearly inherited her mother's traits of sincerity, strong-will and perseverance. This clearly showed when she scored a grand 9A's for her SPM in 2010. Through MyKasih Foundation, Grace received a one-off bursary worth RM 750 from the Shell Bursary Educational Excellence Award in April 2011.

Soon after, Grace applied and was shortlisted for the Honda Dream scholarship fund, but was unsuccessful in obtaining the grant. Not allowing the failure to demotivate her, Grace pursued a pre-university course, Foundation in Science, with a partial scholarship worth RM 12,000 from the HELP University Distinction Award and an additional study loan of RM 5,000 from HELP. Grace was awarded the "Academic Achiever 2011 Award" for being the top student in her intake.

Grace is not embarrassed of her poor background and does not allow her family's situation of poverty get in her way of experiencing success. She embraces it as she believes that the hardship she experiences is what makes her the person she is today.

She says, "Everyone has a choice in life. I choose to be positive".

Grace spends her free time reading and tutoring at her church. MyKasih is truly proud of Grace for her determination and self motivation. We look forward to hearing more wonderful news on this remarkable youth.



PRIHATIN
BERSAMA



(Left to right) Giant's Azmin Abd Aziz and Norine Erica Majaman posing with MyKasih's Siti Khairon and Jeffrey Perera during the mock cheque presentation.

In July 2013, Malaysia's leading retailer GCH Retail (M) Sdn Bhd contributed RM 500,000 to MyKasih Foundation in support of the latter's mission of helping the poor through food aid and education.

GCH Retail (M) Sdn Bhd General Manager of Marketing Norine Erica Majaman said, "In line with our corporate responsibility objective to help the poor, we are contributing a percentage from the sales of goods purchased through this programme to MyKasih Foundation to help further the Foundation's community development activities".

"The management of Giant is particularly keen to support children's education through the MyKasih 'Love My School' student bursary programme", said Norine.

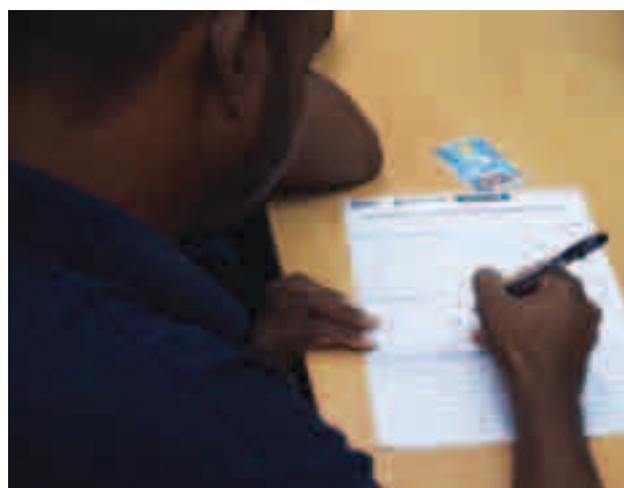
Giant recently boosted their support of MyKasih by offering job opportunities to recipients and their family members in three areas of their operations; Bakery, Cashiering and Ready-To-Eat outlets.

As Malaysia's biggest employer of people with disabilities, GCH Retail (Malaysia) Sdn Bhd General Manager of Human Capital Development Azmin Abd Aziz said, "We believe in empowering people with dignity by enabling them to earn income and become financially independent, thereby contributing productively to their families and local economy".

"Our team of dedicated expert trainers will provide them with the necessary job training and support to help them stand on their own two feet", added Azmin.

Giant's sincere CSR efforts in collaboration with MyKasih Foundation are well-appreciated. Managing Director of MyKasih Foundation Jeffrey Perera expressed his gratitude for the support and commitment demonstrated by Giant.

"Giant continues to be a very supportive partner to MyKasih Foundation. Their tagline 'Giant Prihatin Bersama MyKasih' demonstrates their awareness and sincerity in helping the poor," said Jeffrey.



Giant offers job opportunities to MyKasih recipients and their family members to enable them to earn income and become financially independent.

Technology with a heart

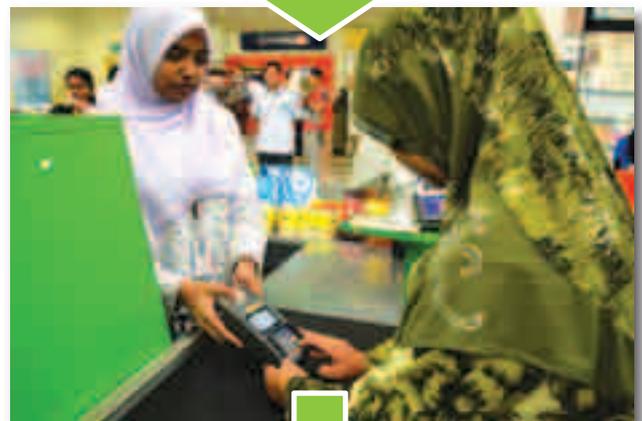
Giant was the first hypermarket chain in Malaysia to join hands with MyKasih Foundation as a retail partner. As Malaysia's market leader in the grocery retail industry, Giant's extensive network of outlets nationwide supports the MyKasih 'Love My Neighbourhood' food aid programme.

Starting with Giant's outlet in Bandar Kinrara, Puchong, in July 2009, 58 of Giant's outlets now serve welfare beneficiaries under the MyKasih food aid programme.

"We are committed to this partnership with MyKasih Foundation in reaching out to more communities and are happy to play our role as a distribution outlet where recipient families have easy access to daily necessities at everyday low prices," said Norine.

Only approved items under the MyKasih food aid programme can be purchased using this innovative cashless payment technology, as the manufacturing barcodes of these items have been loaded into the system. Recipients look out for MyKasih tags which are placed on the racks or shelves to help them select from the list of approved food items. Multiple brands of products are usually offered under the ten common product categories available under the programme to give the recipients choice.

The chosen items are then brought to the cashier who verifies the status of the registered recipient by reading the latter's MyKad or MyKasih card using the card reader. The cashier then proceeds to scan the food items individually, after which, the recipient keys in her 6-digit PIN to make the payment. Once the transaction is electronically approved, a receipt is generated which shows the recipient's opening balance before the purchase, the total purchase amount at that point of time, and the balance of funds available for the next purchase.



The pictures above illustrate the transaction flow for purchases at Giant outlets.



INTRODUCING MYKASIH CLASSIFIEDS

Looking for local talent to join your dynamic workforce while giving back to the society as a responsible corporate citizen? Ask MyKasih Foundation today and we will advertise your organisation's job vacancies to our database of 170,000 underprivileged families nationwide.

All it takes is 4 simple steps to help make a positive difference in the lives of those who are currently dependent on welfare:-



1

Contact MyKasih Foundation:

info@mykasih.com

or

03-7949 9735

2

You will be given a simple two-page template to describe the job vacancies being offered by your organisation (e.g. age, job position and scope, remuneration, geographical location, etc). Do complete the template and email them to info@mykasih.com

3

MyKasih Foundation will communicate the job offers to MyKasih welfare recipients via SMS blasts and distribution of flyers. Interested candidates will be referred to your organisation for interviews and short-listing.

4

This service to the community is **FREE!** All you need to do in return is notify us when our MyKasih recipients or their household dependents have been recruited by your organisation.

“MyKasih is serious about poverty eradication and we all have a role to play. It is about the underprivileged claiming their sense of dignity and self-worth, and not being dependent on aid forever... We hope to transform communities through education, skills-based training, and job employment. In developing human capital, we hope to improve livelihoods and the overall wellbeing of the nation.”



Dr. Ngau Boon Keat

Chairman and Co-Founder of MyKasih Foundation.





RAMADHAN BUKA PUASA PROJECT BY THE LIONS CLUBS OF KUALA LUMPUR

On 28 July 2013, 40 children from the MyKasih-adopted community of Lembah Subang were treated to a buka puasa (breaking fast) dinner at Decanter, in Bukit Damansara, Kuala Lumpur, in conjunction with the month of Ramadhan.

The following Lions Clubs within Klang Valley teamed up to bring cheer to the underprivileged MyKasih children:

1. Lions Club of Ampang
2. Lions Club of Damansara Kuala Lumpur
3. Lions Club of Kuala Lumpur Bukit Jalil
4. Lions Club of Kuala Lumpur Bukit Kiara
5. Lions Club of Kuala Lumpur Central
6. Lions Club of Kuala Lumpur (Host)
7. Lions Club of Kuala Lumpur Mega City
8. Lions Club of Kuala Lumpur North
9. Lions Club of Kuala Lumpur Sentul
10. Lions Club of Kuala Lumpur Seri Petaling

Decanter sponsored and cooked the delicious meals which the children enjoyed when it was time to break fast. The children were also able to bring home a variety of drinks and snacks contributed by other sponsors.

Prior to dinner, the children were kept entertained with games and magic shows by HANKidz, led by Coach Hank. In addition to the prizes the children had won during the games, they were also given duit raya (Hari Raya money packets) and goodie bags.

"We worked very well together as a team to make this happen for the children. We look forward to doing more of these projects that will benefit the less fortunate," said Uma Pushpanathan who is a member of the Lions Club of Kuala Lumpur Bukit Kiara and also member of MyKasih Foundation Advisory Council.



Uma Pushpanathan was very proud of the project's outcome.

MyKasih Foundation would like to thank Lions Club, Decanter Setiabakti and HANKidz for making the evening such a memorable one for the MyKasih children.



HANKidz keeping the kids entertained before breaking fast!

JTI presents.. RASHOMON

A charity night in aid of MyKasih Foundation



To start the show, dancers from KLPAC performed a dance incorporating the Nokero solar light bulbs into the routine.

On 12 July 2013, MyKasih Foundation's Donor Partner, JT International, presented the staging of Rashomon, a well-known classic Japanese masterpiece made famous by legendary director Akira Kurosawa in the 1950s. The film was awarded the Golden Lion at the Venice Film Festival and Academy Honorary Award at the 24th Academy Awards.

The original story of Rashomon is one of many shades of truth. This time, however, Theatre Director, Joe Hasham of The Actors Studio had set the fourth adaptation of this classic period piece in the modern present day, against the backdrop of a seedy street in Osaka that is filled with sake bars, love hotels and shady characters.

A politician was murdered and his wife raped. The body of the politician was discovered by a roadworker. Tajomaru, leader of the Yakuza (a notorious organised crime syndicate), came forward to claim responsibility for the crime. The roadworker and the monk were summoned to testify at the trial.

So begins the recounting of the crime by the Yakuza leader, the roadworker, the politician's wife and the dead politician (through a medium). Except, all four testimonials contradict each other. So what really happened on the day of the crime?

While the story is strongly a Japanese one, the production was gently infused with elements from Malaysian arts and culture, especially on the music front. The play was performed by a largely Malaysian cast (Patrick Teoh, Anrie Too, Michael Chen, Sani Zainal Abidin and others), with one Japanese talent (Doppo Narita).

This 2013 production formed part of JTI's corporate responsibility initiative to promote Japanese Arts & Culture, and help the underprivileged in Malaysia through MyKasih Foundation.

The RM 23,000 raised through ticket sales was used to purchase Nokero solar light bulbs, which will be distributed to Orang Asli homes that are without electricity.

One bulb... one home.

JT International Berhad's Managing Director, Rob Stanworth said, "JTI is honoured to play a role in making a difference in the lives of the underprivileged. This particular initiative was exceptional as it involved two of our corporate philanthropy partners, MyKasih Foundation and The Actors Studio. Such collaboration only goes to prove that we can create a sustainable impact together if we put our minds to it. I hope the solar light bulbs will help in the daily activities of the indigenous communities. We look forward to more collaborations with MyKasih Foundation in the future."

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat, thanked JTI for their support of MyKasih Foundation and for recognising the need to assist neglected indigenous communities in Malaysia.

"I am delighted that together we have successfully raised RM 23,000 from the sales of tickets. These funds will be used to light up a total of 370 Orang Asli homes through the Light-A-Home solar light bulb project. The bulbs will be delivered across a few indigenous villages starting this August. With adequate lighting, we hope the Orang Asli families could work better at night and earn a better living," said Dr Ngau.

"I would also like to take this opportunity to thank JTI for its contribution towards the construction of the Balai Adat (community centre) for the Jah Hut Orang Asli community in Kampung Pian, which is within the Krau Valley of Temerloh, Pahang. Such facilities are much appreciated by the communities as they will now be able to hold meetings, workshops, training programmes and even develop home-stay programmes which will go a long way in empowering the communities with knowledge and economic opportunities," added Dr Ngau.

In closing, Dr Ngau said, "We hope that JTI will continue to collaborate with MyKasih Foundation under the umbrella of the MyKasih 'Love My Neighbourhood' food aid programme to positively impact the underprivileged which we have committed to serve."



Dr Ngau holding up a Nokero solar light bulb to the audience while Rob Stanworth looks on during the opening address.

“The total population of 190,000 Orang Asli account for 20% of Malaysia’s hardcore poor. Their future is becoming bleaker due to health, land, and food security issues. As a Foundation, MyKasih hopes to reach out more and more to Orang Asli communities which are currently underserved in terms of essential nourishment and education,” he added.



As an opening gambit several performers from actors studio danced with the solar light bulbs.



Main Cast, Doppo Narita (left), greets the Japanese ambassador who attended the play.



Pakcik Samoi of Kampung Gong, Pahang gives us a big grin upon receiving the solar light bulb.



(Left to right) JTI's Corporate Affairs and Communications Director, Azrani Rustam, together with Rob Stanworth & Dr. Ngau Boon Keat.



Since the play, some solar light bulbs have been distributed to several Orang Asli villages, including Kampung Kabu, Pahang.



In further support of the Orang Asli, MyKasih invited Reita Rahim of Gerai OA (Orang Asal) to sell indigenous handicrafts. 100% of sales proceeds will go back to the artisans.



Melissa Ngiam from Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor (PKGG) speaking to the MyKasih student beneficiaries during the orientation session on 15 July 2013, advising them on how to spend their 'Love My School' monthly bursaries wisely.

On 15 July 2013, 31 secondary students of Sekolah Menengah Kebangsaan Sinar Bintang in Segambut, Kuala Lumpur, received bursaries under the MyKasih 'Love My School' programme worth RM 960 per student per year, for daily purchases of food at the school canteen or books and stationary items at the school bookstore.

The student beneficiaries were selected by the school and NGO partner Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor (PKGG) based on the students' parents' combined household income and the students' commitment to attend extra tutorial and mentoring classes conducted by PKGG.

SMK Sinar Bintang's Headmaster, Mr Cheli Tamilselvam was very grateful to MyKasih Foundation for the student bursary. He said, "The bursary scheme will certainly lift the financial burden off the parents and encourage the students to excel in their studies. I thank MyKasih Foundation and PKGG for meeting the basic needs of these underprivileged students."

Chief Operations Officer of PKGG, Teri Choong, explains, "PKGG is a non-profit welfare organization that sets out to nurture the next generation with positive character and life values, equip parents and youths with adequate

knowledge to face cyber-related issues, and empower marginalised communities for upward socio-economic transformation."

Prior to introducing 'Love My School' to SMK Sinar Bintang, PKGG has been working with the school to conduct various student programmes aimed at instilling positive character and motivating them towards achieving excellence in the areas of technology, relationships and leadership.

PKGG's Melissa Ngiam said, "Towards the end of the 'Love My School' programme, these student beneficiaries will be assessed based on their academic progress, class attendance, and points earned under the school's co-curricular programme."

"We hope that this holistic approach to implementing intervention programmes in schools will benefit the students both in terms of their character and academic development", added Melissa.



The student beneficiaries of SMK Sinar Bintang in Segambut, Kuala Lumpur, showing their new MyKasih smartcards which will enable them to purchase food at the school canteen, as well as books and stationary items at the school bookstore. Together with them are Melissa Ngiam (seated in red) from Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor (PKGG); Mr Cheli Tamilselvam (seated centre) from SMK Sinar Bintang; and Louis Ong (seated in dark blue) from MyKasih Foundation.



“Homework Room” FOR ORANG ASLI CHILDREN

MISC Berhad’s Chemical Business Unit (CBU) held their department’s annual community outreach programme on 22 June 2013 called ‘We Care, We Strive, We Excel’ at SK Bukit Lanjan (Asli), located amidst the urban community of Damansara Perdana, Selangor. The programme was targeted at student of Years 5 and 6 primary out of the school’s total student population of 153.

For this project, the CBU had set out to create a ‘Homework Room’ within the school compound to provide the students with a suitable environment to study and complete their school homework. The students, who are predominantly Temuan Orang Asli children, are from low income households.

In addition to setting up the Homework Room, the CBU also sponsored books, educational board games, tables, chairs, fans and other basic items that the school had listed on their wish list. Starting August this year, the CBU volunteers will organise UPSR Clinics (revision classes) for the Year 6 students.



‘Harimau Malaya’ winners of the ship-building competition

The ceremony kicked off with a 3-hour motivational talk by Samsi Shamsuddin, an accomplished speaker from Intelligent Mission in Kelantan who spoke on parenting and responsibilities of parents in nurturing their children towards educational excellence. He also touched on the topic of obedience, where students must learn to obey and respect their parents and teachers. Samsi delivered a very moving presentation that left his audience, both the adults and children alike, in tears.

After the presentation, the Homework Room was declared open by Khalzani Saffian, Vice President of MISC Berhad’s Chemical Business Unit, together with Aslian Pios, Senior Assistant of SK Bukit Lanjan (Asli).

“Back home, the students do not have proper space or adequate guidance to help them with their school work. Their school teachers were concerned that the children will not be able to do well in their upcoming UPSR (Year 6) final examination,” said Khalzani.

In his speech, Khalzani said, “The CBU team is dedicated to giving back to the community. We truly hope that our little gesture will motivate these students to work harder and excel in their studies.”



Khalzani of MISC and Aslian of SK Bukit Lanjan observing the students studying in the homework room.



An MISC staff tutoring the students.



The students singing the 'Terima Kasih' song.



The parents teaching CBU staff on weaving techniques during the Making Traditional Asli Headgear game.

"For my CBU team, this meaningful event has taught us to see beyond our comfortable lifestyles and to give back to the less fortunate within the community. Every effort counts," added Khalzani.

In acknowledging CBU's contribution, Aslian thanked all who attended the event.

"We are very touched by the kind gesture of MISC Berhad, the CBU team in particular, for their generous contribution and the time spent with the students. We hope that our students will make the best of this initiative to improve their studies and pass their UPSR examination with flying colours," said Aslian.

After a scrumptious lunch, the students, teachers, parents, CBU, and MyKasih staff participated in fun and interactive games, such as Making Traditional Asli Headgear. The participants were divided into teams and competed against each other to make the most number of traditional headgears. What looked like an easy task turned out to be quite a finger twister, literally!



MyKasih Foundation's Programme Manager, Karina Mohamed Kamal distributing bags from Tohtonku and MyKasih.

The ship-building activity saw groups of students building ships using paper and tape. Once completed, the ships were then made to undergo a floating test while weights were slowly added to see which ship was able to hold the heaviest 'cargo' without sinking.

The activities carried out that day were aimed at building confidence, encouraging teamwork, and enhancing creative thinking among the students.

Later in the day, the students entertained guests with a song performance entitled, 'Terima Kasih' ('Thank You'). The programme ended with MyKasih Foundation presenting goodie bags to the students, consisting of assorted biscuits and Tohtonku gift hampers of personal care products. This was followed by an array of lucky draws and presentation of prizes to the winning teams.

MyKasih would like to thank MISC for their sensitivity and awareness towards the schooling needs of the Orang Asli children of SK Bukit Lanjan.



The happy faces of students, teachers, parents, MISC and MyKasih team!



LAUNCHES BAKERY PROGRAMME FOR MYKASIH RECIPIENTS

TNT Express Malaysia launched a self-sustainable skills training programme for its MyKasih welfare recipients in Petaling Jaya on 12 May 2013. The five-month 'TNT Bakery Programme' was designed to empower the MyKasih participants with new skills to enable them achieve financial stability and independence.

The training was conducted over the weekends at TNT's headquarters at Jalan Yong Shook Lin.

Besides the new recipes and baking skills, participants were also coached on marketing and sales techniques by Ms Chooi Sim, a professional chef from L&S Bakery, who was engaged by TNT for the programme.

MyKasih recipients Ms Selvarani a/p Krishnana and Ms Shamilah a/p Anbalagan from Desa Mentari, both benefitted immensely from the programme.



Ms Chooi Sim training the ladies on how to make pizza.



The sessions involved theory as well as practical exercises.



The ladies applying what they have learnt during the theory session.

"I am grateful to have been given the opportunity to participate in these classes and expand my skills. I hope this programme will be extended to others in the future", said Ms Selvarani.



MyKasih volunteer, Vijay Kumar, registering the recipients and taking their attendance during one of the financial literacy programmes conducted by TNT staff.

Meanwhile Ms Shamilah added, "As a donor, TNT has not only provided us with financial support through the MyKasih food aid programme, but also living skills to help us raise our household income. They even conducted a comprehensive financial literacy course to teach us how to better manage our personal finances, save, and to start a business. Thank you, TNT!"

Mohd Razainie bin Abdul Rahman, a TNT employee who regularly volunteers for activities conducted by TNT, shared his life transforming experience.

“My involvement in this CSR programme dates back to early 2012. Learning about the welfare recipients’ daily struggles has really stirred my heart! It has spurred me on to continue to help the poor, financially and spiritually. This programme bridges the gap between society and the corporate world and allows volunteers like me to serve the underprivileged within the community,” said Mohd Razainie.



TNT staff volunteer, Mohd Razainie, counselling a group of recipients.



Top and above: A little ‘up close and personal’ moment between TNT staff and the children while their parents participated in the financial literacy course.



MyKasih would like to thank TNT Express Malaysia for their continuing support of the poor in Desa Mentari.



YOUTHS TAKE CHARGE!



On 27 and 28 May 2013, Roc Oil Malaysia (Holdings) Sdn Bhd sponsored a youth empowerment programme entitled 'Youths Take Charge!' for 31 youths in Bintulu, Sarawak. These youths are from the 100 families which are currently under the MyKasih 'Love My Neighbourhood' food-aid programme sponsored by Roc Oil.

The youths learnt about developing healthy friendships, communicating effectively, managing bullies, managing conflict at home and school, as well as protecting one's self against being a victim of crime. The youths had fun participating in the workshop with lectures, fun activities and role playing delivered by MyKasih trainer, Muhammad Hanifi Muhammad Bazil.

The youths had a good time making friends, participating in group activities and staging performances for their peers. Feedback on the programme was absolutely positive!

"The youths of today play a very important role in our bid to eradicate poverty. They will ultimately shape the future of their families and the nation. We hope that through programmes such as these, we will be able to guide them

in the right direction," said Mr Alan Linn, CEO of Roc Oil Company Limited.

With this in mind, the Australian-based multinational has since agreed to support 50 secondary school students in Bintulu, Sarawak, under the MyKasih 'Love My School' bursary programme. Under this scheme, Roc Oil will sponsor RM80 per month per student for a year. The allowance will be used to purchase food at the school canteen and stationery items at the school bookshop using their MyKasih student smartcard.

"We hope this will motivate the students to do well in their studies and help their parents manage the rising costs in providing schooling for their children," Mr Alan continued.

"Roc Oil has been a consistent supporter of MyKasih's programmes and we are grateful to them for believing in us. We have received many words of gratitude from the families under Roc Oil's sponsorship. On behalf of the families, we thank you for showing them that there is light at the end of the tunnel," said Dr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation.



The youths, aged between 13 and 19 years old had a good time working together in their respective teams.



As part of confidence-building, the youths were asked to take to the microphone and speak about themselves.



In the conflict management exercise, the youths acquired techniques to manage or avert conflict.





During the anti-bullying group-based workshop, the youths acted out scenes of bullying and presented their list of the various forms of bullying they have personally encountered.



The participants also learnt crime prevention techniques to avoid being potential victims of snatch theft, house robbery, and rape, among others. They were taught to be vigilant and to take safety measures which could save their lives. Here MyKasih Trainer, Muhd Hanifi demonstrates the techniques.



Group photo! At the end of the two-day workshop, the youths were joined by their parents and siblings.



TACKLES POVERTY IN MIRI

Mubadala Petroleum collaborates with MyKasih Foundation and its network of training partners to provide a multi-faceted life enhancement programme targeted at their 100 adopted MyKasih families in Miri. The programmes cover financial management training, an entrepreneurship/self development workshop, youth development workshops and basic health screening.

Since September 2011, Mubadala Petroleum has supported 100 underprivileged families in Miri, Sarawak, under the MyKasih 'Love My Neighbourhood' programme. Mubadala Petroleum have since sponsored a suite of training activities to help these families improve their socio-economic standing and general wellbeing through various skill enhancing trainings and personal development workshops. These activities are illustrated in the next pages.

Mubadala Petroleum's proactive programmes are designed to assist the recipients get on their feet and support their families after they exit the program. The training for personal development and self-realization is

also designed to help them shift their perspectives and take on life challenges in order to sustain their livelihood and break away from the poverty cycle.

"The MyKasih 'Love My Neighbourhood' program provides food aid and life skills training to the beneficiaries to further strengthen the community with self-sustaining proficiencies. The Mengecapi Aspirasi Diri (MAD) Empowerment and Entrepreneurship workshop has exhibited a substantial recordable outcome with more families now able to generate sustainable income," said Mubadala Petroleum's Communications and Public Affairs Manager for Southeast Asia, Angela Soeteber.

In thanking Mubadala Petroleum for their continuous support and passion in helping the underprivileged in Miri, MyKasih Foundation Managing Director, Jeffrey Perera said, "We are truly grateful to Mubadala Petroleum for supporting such meaningful programmes which have given the beneficiaries a chance to carve out a better future for themselves and their families."

Mengecapi Aspirasi Diri (MAD) Empowerment and Entrepreneurship Programme.



The full article on the MAD programme was featured earlier in the April 2013 issue of MyKasihNews on page 32.

The participants from Miri, Sarawak underwent four months of workshops from December 2012 to March 2013, aimed at empowering them with the knowledge and experience to break out of poverty by learning how to generate income with the bare minimum. The MAD programme was conducted by Ms Sharmini Hensen, lead coach from Lifeworks Sdn Bhd and her team of coaches.

At the start of the programme, the participants pledged a total target income of RM 56,328.00 as a group. By the end of the four-month programme, they had successfully generated an impressive RM 123,060.10! That is 218% above the target pledged!

Computer Literacy Class in Kolej Komuniti Miri

In April 2013, Mubadala Petroleum's food aid recipients participated in a basic computer class conducted by Kolej Komuniti Miri. The one-day programme which is accredited by Kolej Komuniti Miri teaches participants techniques on raising quotations, receipts and invoices for their businesses, using internet, and creating and managing email accounts.

Mubadala Petroleum's food aid recipients who have greatly benefitted from this programme include Norliza Abdullah who is now able to help her husband, Abdul Manan, by helping him produce official letters, quotations, invoices and receipts for his business. They have since won a contract from the local municipal council to clean streets and drains in the area.

They are now better able to support the schooling needs of their children.



Healthy Cooking Class in Kolej Komuniti Miri

The Healthy Cooking Class organised for Mubadala Petroleum's families in Miri was conducted on 11 and 12 May 2013 in the kitchen-classroom facility in Kolej Komuniti Miri. Chef Salizan Farouq and his assistant Chef Mohd Shafiq Shahrin demonstrated and taught 28 participants five healthy and easy-to-prepare dishes. The chefs also shared cooking tips and techniques that lessen the use of oil, salt, sugar and monosodium glutamate (MSG).

The participants learned to cook butter prawns, Thai chilli chicken, fried rice, pudding and vegetable soup with healthy cooking methods.

The chefs also demonstrated how to make delicious chicken stock and potato cream soup without oil, salt, sugar or MSG. They also showed how ginger chicken can be cooked using only one teaspoon of oil.



Mubadala Youth Programme 2013

On 8 and 9 June 2013, Mubadala Petroleum sponsored a two-day workshop for the youths of the families under their food aid programme. A total of 35 youths attended the programme which focused on self awareness, confidence building, teamwork and crime prevention.



MyKasih trainer, Muhd Hanifi Muhd Bazil conducted a lively workshop on crime prevention, which covered topics such as the prevention of robbery, snatch theft, kidnapping and sexual crimes among others.

Titled "Attitude: Change: Success 1(ACS 1)", the trainer from People Systems Consultancy, Ms Khanusha, focused on youth development, self awareness and confidence building.

General Health Screening, Health talks and Financial Literacy Programme

MyKasih Foundation engaged Klinik Komuniti Miri on 9 June 2013 to conduct general health screening, dental checks and health talks for Mubadala Petroleum's MyKasih 'Love My Neighbourhood' food aid programme recipients at Pustaka Miri, Sarawak. A total of 200 recipient families took part in the programme.



MyKasih DONORS



In the spirit of giving, the Gould family (Paul, Patricia and their two sons, Patrick and Parker) made their second contribution to MyKasih Foundation all the way from Tennessee, USA, in May 2013.

MyKasih Foundation would like to thank the Gould family for their generous contribution of USD 10,000 in May 2013.



On 23 September 2010, Paul and Patricia Gould made their first contribution of USD 10,000 to MyKasih Foundation to support 20 poor families in Jinjang, Kuala Lumpur. Receiving the mock cheque are the Co-Founders of MyKasih Foundation, Dr Ngau Boon Keat and his wife Jean Ngau.

These funds will be used to purchase solar light bulbs, which will be distributed to Malaysia's indigenous Orang Asli homes that are without electricity; and Back-To-School items for school-going Orang Asli children.

"My family is thankful for this opportunity to give back to society. We hope this contribution will help the children study at night and do better in school to carve a brighter future for themselves," said Paul Gould.



Paul and Patricia Gould posing with the children of their adopted families in Jinjang.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, "Paul and I have been good friends for a long time. This is the second contribution that Paul and Patricia have made. The first contribution of USD 10,000 was made in 2011 and used to support 20 families in Jinjang with food aid. I am so grateful that his family believes in the humanitarian mission which my wife and I have set out to do through MyKasih Foundation."

"We hope that their charitable giving will serve as an inspiration to others to come on board and support the Foundation's efforts in uplifting communities from poverty," Dr Ngau added.



PETRONAS SPONSORS WORKSHOPS TO PROMOTE HEALTHY LIVING AND GOOD FINANCIAL MANAGEMENT FOR PROGRAM SENTUHAN HARAPAN FOOD AID RECIPIENTS

From May to June 2013, PETRONAS collaborated with MyKasih Foundation and its training partner, the National Population and Family Development Board (LPPKN), to conduct basic financial management workshops, health awareness talks, as well as medical screening for PETRONAS' Program Sentuhan Harapan food aid recipients in 8 locations throughout Malaysia.

LPPKN's financial management workshop, called 'SMARTBelanja@LPPKN', teaches Sentuhan Harapan families how to plan their monthly expenditure, understand the difference between needs and wants when making purchases, and how to identify good and bad investments.

LPPKN's 'Program Nur Kasih' is a health awareness programme which comprises of informative health talks and interactive group discussions on the prevention and early detection of breast and cervical cancers, family planning, nutrition and healthy living. The programme also includes basic medical screening such as blood pressure tests, body mass index checks as well as glucose and cholesterol level tests.

A total of 17 programmes was conducted for 3,070 underprivileged families under PETRONAS' sponsorship during the second quarter of year 2013 (as per table below).

No	Date	Location	Number of Families
1	11 & 18 May 2013	Jelawat, Kelantan	224
2	11 & 12 May 2013	Kuching (serian Road) Sarawak	230
3	18 May & 15 June 2013	Gurun, Kedah	300
4	18 & 19 May 2013	Sipitang, Sabah	400
5	25 & 26 May 2013	Papar, Sabah	600
6	8 & 9 June 2013	Penampang, Sabah	400
7	22 & 23 June 2013	Bintulu, Sarawak (2 programmes simultaneously on 22 June)	600
8	29 & 30 June 2013	Kuching (Ulu Bintawa), Sarawak	316

The Program Sentuhan Harapan PETRONAS is a community outreach initiative by PETRONAS and MyKasih Foundation. The programme was first launched on 22 July 2010 in Miri, Sarawak. This was followed by a series of launch events in Johor, Melaka and Sabah in 2011, Kedah in 2012, and recently in Pahang (March 2013).

The three-year programme benefits 13,500 underprivileged families in the country where they are provided with essential food aid such as rice, flour, cooking oil, for a maximum period of two years. The programme is also supplemented with activities that encourage self development to promote a progressive and forward-thinking culture among the identified recipients.

PROGRAM SENTUHAN HARAPAN'S LPPKN PROGRAMMES CONDUCTED IN Q2



YOU CAN

MAKE A DIFFERENCE

CORPORATES

Sponsor a MyKasih community and adopt families today! Create a positive impact in your neighbourhood through food aid and rehabilitation programmes.

INDIVIDUALS

Donate generously and support our community programmes and activities geared towards improving the quality of life of MyKasih families.

VOLUNTEERS

Donate books, clothes or give your time. Be involved and make a difference in the lives of the less privileged.

Join us today! Contribute to MyKasih Foundation and make a difference in your neighbourhood.

All donations received will be deposited directly to MyKasih Foundation and held in trust. MyKasih Foundation will oversee all expenditure and disbursements to ensure that your funds are used strictly for their intended purposes.

Donations can be made via:

1 CHEQUE

Payable to "**MyKasih Foundation**" to:

MyKasih Foundation
c/o Finance Department
2nd Floor, 209, Block G,
Phileo Damansara 1,
No. 9, Jalan 16/11, 46350,
Petaling Jaya, Selangor, Malaysia.

Please provide the following particulars on the reverse side of your cheque:-

Individual Donor

Full Name, I/C or Passport Number, mailing address, email address and contact number.

Corporate Donor

Full name of company, company registration number and company mailing address, and details of main contact person.

2 TELEGRAPHIC TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address	No. 30,32 & 24, Jalan SS2/61, 47300 Petaling Jaya, Selangor Darul Ehsan

3 CREDIT CARD

Contributions via credit card (Mastercard or VISA) through our secured website at:

www.mykasih.com

Corporate and individual donors will receive reports which show how their funds have been utilised for the communities or families they have adopted under the MyKasih "Love My Neighbourhood" food aid programme.

For further information, please contact us at info@mykasih.com or +603 7949 9735.

MYKASIH FOUNDATION WOULD LIKE TO ACKNOWLEDGE ITS DONORS AND PARTNERS

Donors

- Ambank Group
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- Sime Darby
- Tan Lek Lek
- Tanjung Langsat Terminals
- TNT Express Worldwide
- Tohtonku Sdn Bhd
- Wong Yat Sun
- 99 Speedmart

Government Ministries and Agencies

- Central Bank of Malaysia
- Economic Planning Unit, Prime Minister's Department
- Economic Planning Unit, Johor State
- Implementation & Coordination Unit Prime Minister's Department
- Lembaga Zakat Selangor (Selangor Zakat Board)
- Multimedia Development Corporation
- Ministry of Education
- Ministry of Urban Wellbeing, Housing and Local Government
- National Population and Family Development Board, Ministry of Women, Family and Community Development
- National Registration Department, Ministry of Home Affairs
- Performance Management Delivery Unit, Prime Minister's Department
- Unit Perancangan Ekonomi Johor

Education and Training

- Agensi Kounseling dan Pengurusan Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan Miri
- Lifeworks Sdn Bhd
- National Population and Family Development Board
- Malaysian CARE
- Market Intelligence Sdn Bhd
- Monash University Volunteers Programme
- Mostwell Sdn Bhd
- People Systems Consultancy
- Polytechnic Johor Bahru
- Universiti Kebangsaan Malaysia
- Universiti Sains Malaysia
- Universiti Tun Abdul Razak (UniRAZAK)
- SOLS 24/7

Partner Retail Stores

- Boulevard Hypermarket (Sarawak)
- CKS Supermarket (Sabah)
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Metamorf Supermarket (Klang Valley)
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Pasaraya Aktif
- Pasaraya Bilal (Kelantan)
- Pasaraya Ong Tai Kim (Klang Valley)
- TF Value Mart
- The Store (nationwide)
- TMC
- 99 Speedmart

NGOs

- Charis Community Centre
- House of Hope (Penang)
- Kassim Chin Humanity Foundation
- Lembaga Kemajuan Melayu Miri
- Lions Club International (nationwide)
- Miri Dayak Association
- PACOS Foundation Sabah
- PDK (nationwide)
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary Club International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- Women of Malacca Action Club

A Welfare Programme with a **Technological Difference**

Food
Aid

Providing
aid for essential food items



Education
Workshop

creating
a brighter future

