



MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 12 | JUNE 2015



Korean Air contributes to MyKasih's post-flood relief efforts



DIALOG staff volunteer as Sight Guardians for eye-screening project at several schools under the MyKasih 'Love My School' programme.

Full story on page 16



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CHAIRMAN'S MESSAGE

Dear Friends,

MyKasih Foundation turned six years old in April this year. We have come a long way from when the first 25 families tested the MyKasih cashless payment system at a petrol station in Selayang. Our Trustees, partners and donors saw tremendous potential in using the MyKad technology to channel welfare directly to recipients in a secure and transparent manner. The 'Love My Neighbourhood' concept was coined.

Dialog Group Berhad gave this gift of technology to MyKasih Foundation to help break the cycle of poverty by allowing the destitute to access aid with dignity and to provide their children with education opportunities for a better future. Specifically, MyKasih set out with a mission to meet the needs of those struggling to put food on the table and to keep their children in school.

With a clear mission and a dedicated network of philanthropists and retail partners, almost 227,000 households nationwide have been relieved of their financial burden to-date, albeit temporarily. Beneficiaries are given a chance to achieve a state of stability and identify opportunities to pull themselves out of poverty through financial literacy courses and entrepreneurship training programmes.

Notwithstanding the above, we are also intensifying our focus on children with the hope that they will be the catalyst of positive change in their community. Hence, in addition to the 'Love My School' student bursary programme, we launched the 'Orang Asli Children's Education Fund' with a seed grant of RM 100,000 that my dear wife, Jean, had

personally contributed in conjunction with her birthday celebration. We hope our friends and business associates will support this cause, targeted towards the marginalised and oppressed Orang Asli communities of Malaysia.

Our post-flood relief exercise is due to be completed by July, where 24,000 flood victims in Pahang, Kelantan and Terengganu have begun drawing upon the special allowance to purchase essential household items using their MyKad. I am thankful for the generosity of companies and individuals who have responded generously to our appeal by contributing towards the RM 6 million total collection for this purpose.

As we enter the last six months of 2015, MyKasih will be holding its fifth annual charity golf tournament on 12 September at the Glenmarie Golf Club. Once again, I look forward to your support in making this year's event a big success for the benefit of the families we are impacting through our community service.

At this juncture, I would like to thank all our donors and partners for their support and faith in what we do. We hope you will continue to share our vision of creating loving and caring neighbourhoods all over the country and beyond.

TAN SRI DR NGAU BOON KEAT
Chairman and Co-Founder

Overview of MyKasih

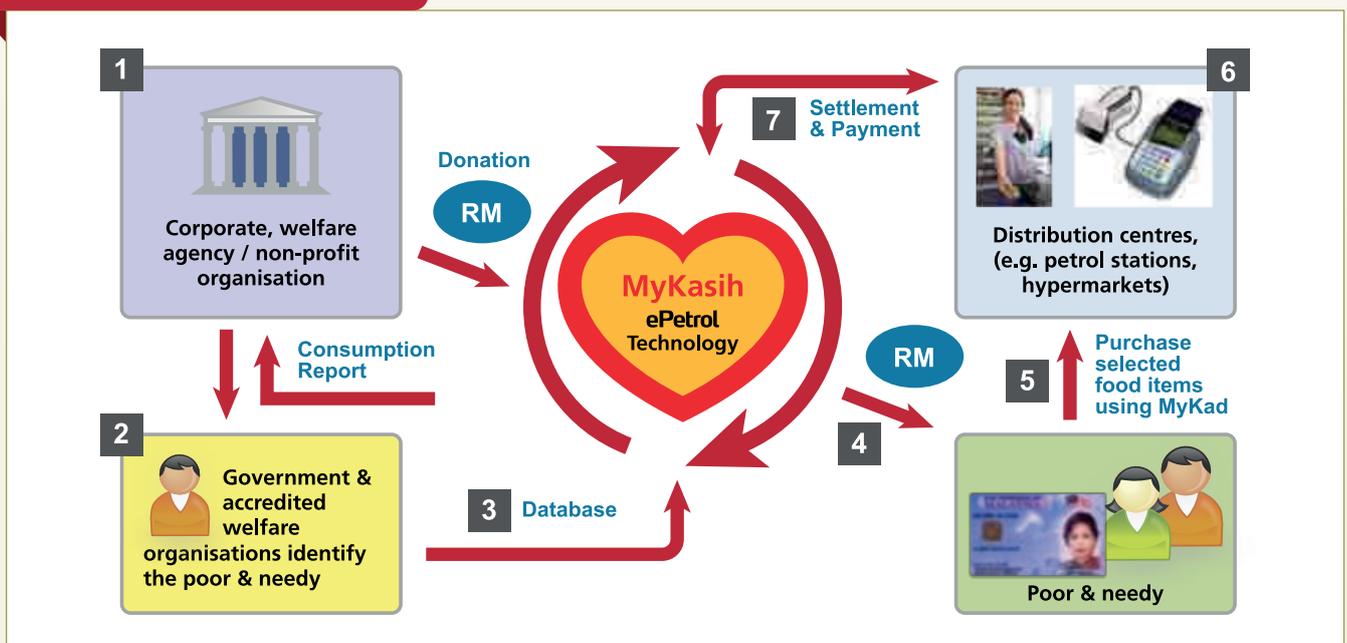
Revolutionising charity through a systemised welfare management solution using MyKad



Established in April 2009, MyKasih Foundation is a charity organisation founded by Dialog Group's Executive Chairman Tan Sri Dr Ngau Boon Keat and his wife Puan Sri 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 Services Sdn Bhd, a subsidiary of Dialog Group Berhad. The system 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 MyKasih student smartcard 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 smartcard.
- 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



TAN SRI
DR NGAU BOON KEAT
Chairman & Co-Founder



TAN SRI DATO' SERI MEGAT
NAJMUDDIN BIN DATO'
SERI DR HJ MEGAT KHAS



DATUK DR REBECCA
FATIMA STA MARIA



HO KAY TAT



SENATOR DR CHRISTOPHER
JOHN BACK



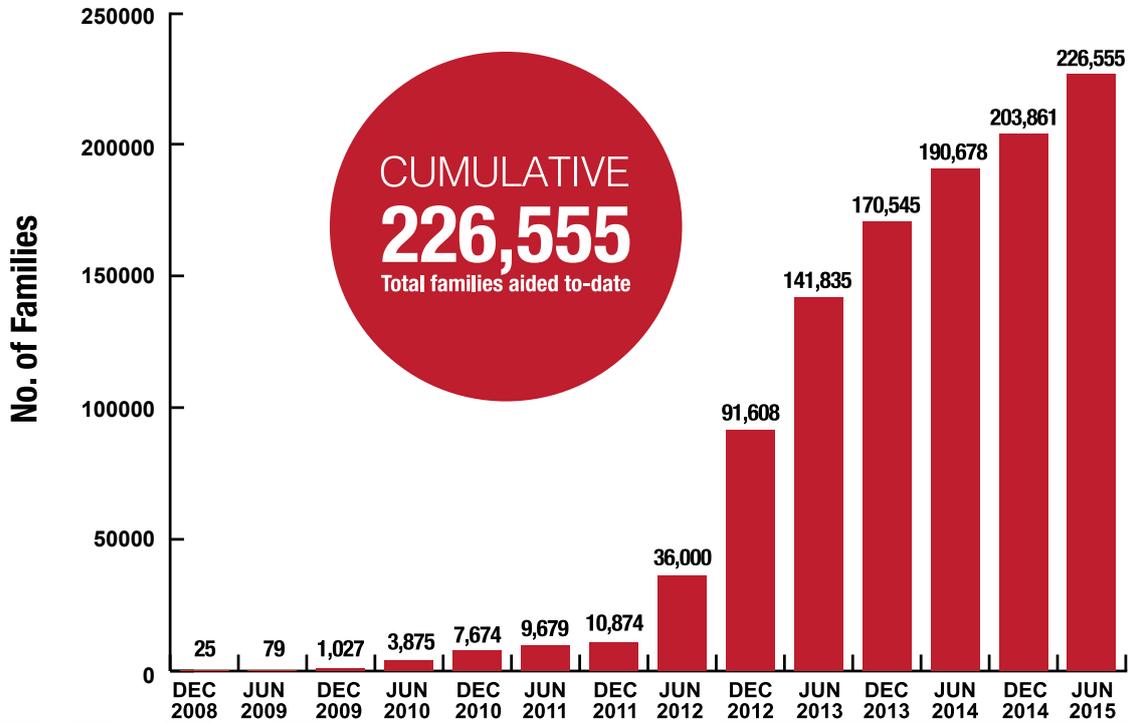
PUAN SITI KHAIRON
BINTI SHARIFF



DATUK YAACOB
BIN MD AMIN

MyKasih Today

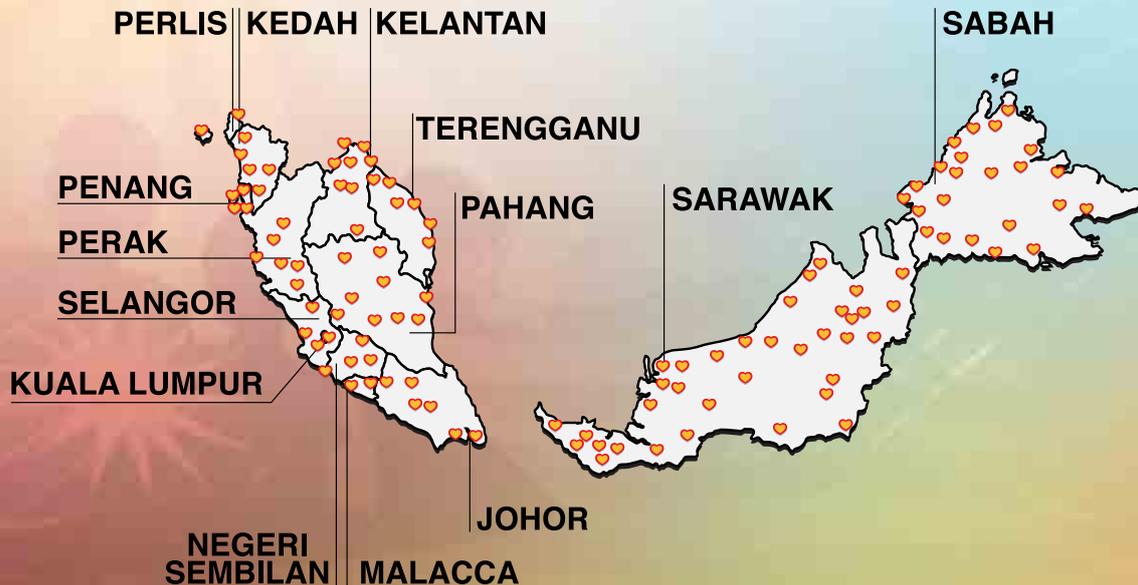
MyKasih Foundation started with a pilot project involving 25 families back in December 2008 and to-date, it has reached out to **227,000 families** in 265 locations all over Malaysia, out of which, 9,618 are primary and secondary student beneficiaries under the MyKasih 'Love My School' bursary programme.



Recently, the scope of the MyKasih system has been expanded beyond food aid and student bursaries to also include cashless payments for fuel, medical treatments and public transportation. Essentially, the MyKad account becomes the one main subsidy account which low-income households can use to access multiple welfare products or services.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor and Sarawak State Governments, as well as Lembaga Zakat Selangor and Majlis Agama Islam Melaka, have been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.

Locations of MyKasih Aid Recipients





A moment with...

LAI WAI KEEN

MyKasih Advisory Council Member



1. What are your personal thoughts on MyKasih and the programmes we run?

I find the MyKasih concept novel, pragmatic and inspiring. The concept is anchored on three key features - targeted, accountable and temporary. For me, these features are extremely important in evaluating the strength of a social programme.

The MyKasih programme identifies specific economically-disadvantaged citizens from communities in which donors operate. The target beneficiaries are identified through a set of criteria, such as combined household income.

As for accountability, funds disbursed to each beneficiary are tracked via their purchases at partner retailers, eliminating leakages and fraud. Donors are confident that every Ringgit of donor funds is channeled directly and fully to target beneficiaries. As a banker, this concept of tracking funds is important to me.

I think it is also important for a social support programme to be able to assess whether support can be withdrawn after a period of time. The MyKasih system provides financial support only for a maximum of two years, unless there are reasons to continue. This review allows donor funds to be maximised for those who are truly in need. It also builds independence amongst beneficiaries as they know that they would be weaned from the programme after a two-year timeframe.

2. Please tell us about your involvement with MyKasih.

I have known the Founders of MyKasih, Tan Sri Dr Ngau Boon Keat and Puan Sri Jean Ngau socially for many years through my husband who was in the oil and gas industry. It was Puan Sri Jean who first approached me about joining MyKasih as an Advisory Council member. I had recently retired from Bank Negara and she thought I would be able to apply my expertise towards drafting MyKasih's policies and practices. It was essential for the Foundation to have the right governance and policies in place from the beginning to start everything 'on the right foot', so to speak.

When I was briefed on MyKasih's aid distribution system, I was delighted to come on board. In fact, I was honored to be invited to join MyKasih. Having been on the Advisory Council for several years now, I feel that the system is well managed and well governed.

3. What are your hopes for the future of welfare in Malaysia?

I am proud to say that the MyKasih system of providing food aid has received very good feedback and support. This support comes from our donor partners who have placed their trust in us.

So far, MyKasih has adopted 226,555 families since our first programme in 2008. Over 9000 of the beneficiaries of our programmes are students under the MyKasih 'Love My School' (LMS) programme aged below 17 years old. Through the LMS programme we provide aid in the form of essential food items or educational materials, such as textbooks and stationeries. Many of the students are able to remain in school because of these two MyKasih programmes. Teachers have reported improvements in exam results and also less cases of truancy! This is very positive feedback on MyKasih's programmes.

I think welfare in Malaysia will be subjected to higher expectations. This is very positive for donors and organisers of social programmes. There are many Malaysians who are similar to MyKasih's Founders, with hearts of gold who wish to provide aid to targeted families in an efficient and pragmatic way. I hope that donors will use the MyKasih system to manage their welfare and corporate social responsibility programmes.



Q2

MyKasih
'Love My Neighbourhood'
Programme Launch, April 2015 - June 2015

LAUNCHES

 **MyKasih** raises RM 6 million for flood victims



Left to right: Tan Bin Choo, Head of Student Affairs for SJKC Khee Chee; Dato' Ir Hiang A Li, Past President of Rotary Club Temerloh; Tan Sri Dr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation; Muhammad Amin Safee, Assistant District Officer of Temerloh; Datuk Yaacob Amin, MyKasih Foundation Trustee and Lim Jit Hun, Head of Student Affairs for SMK Hwa Lian.

When the gravity of the floods was ascertained earlier in the year, MyKasih Foundation made a public appeal for cash donations to reach out to flood-affected families. RM 6 million in donations were collected by the Foundation, mainly from its Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat and his family, Dialog Group Berhad and its employees, PETRONAS, Khazanah Nasional Berhad, ConocoPhillips Malaysia, Halliburton employees and other corporations, as well as individuals.

The donations were channelled in its entirety to 24,000 recipient families in the states of Kelantan, Pahang and Terengganu, based on the list of affected households obtained from the Malaysian National Security Council. This initiative is part of MyKasih's post-flood relief efforts to help low-income households cope with having to rebuild their lives after the devastation of the floods.

Since April, 9,000 flood-affected families in Pahang and 6,000 in Terengganu have begun to draw upon the one-off RM 250 flood relief allowance they had received from MyKasih Foundation through their MyKad to purchase

food as well as basic household appliances. The flood relief exercise in Kelantan is still on-going as retail outlets settle back into business and stock-up on essential items to meet the needs of the flood victims.

Designated retail outlets participating in the MyKasih flood relief exercise have the MyKasih cashless payment system infrastructure established within their premises. Flood victims are able to purchase essential items including:-

- Food: Rice, cooking oil, noodles, biscuits, bread, eggs, flour, canned foods (sardines), seasonings (sugar, soy sauce, ketchup, etc), beverages (coffee, tea, infant milk powder, chocolate malted drinks, condensed milk).
- Non-food essentials: Living & dining (plates, kitchen utensils, crockery), beds & mattresses, electrical appliances (basic kitchen stoves, rice cookers, table fans), hygiene products (soaps, diapers, detergents, sanitary pads).

A cheque presentation ceremony for RM 2.25 million to the Pahang recipient families was held on 23 April 2015 at SRJK (C) Khee Chee in Temerloh, Pahang attended by MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, MyKasih Foundation Trustee, Datuk Yaacob Amin and Temerloh Assistant District Officer, Muhammad Amin Safie. Also in attendance were 600 aid recipients from Temerloh.

Tan Sri Dr Ngau Boon Keat presented bicycles and school bags to 40 students of SMJK (C) Hwa Lian and SRJK (C) Khee Chee who are beneficiaries of the MyKasih 'Love My School' student bursary programme, as well as 60 poor students who were selected by the Temerloh District Education Department.



Student beneficiaries of the MyKasih 'Love My School' programme of SMJK (C) Hwa Lian and SRJK (C) Khee Chee receiving bicycles and school bags donated by MyKasih Foundation.



Similarly, another cheque presentation ceremony for RM 1.5 million to the Terengganu recipient families was held on 4 June 2015 at Dewan Utama, Majlis Perbandaran Dungun in Dungun, Terengganu. Dungun Development Officer, Dato' Haji Din Adam, Dungun District Officer, Dato' Haji Mat Yasin, MyKasih Foundation Trustee, Datuk Yaacob Amin, and MyKasih Foundation Managing Director, Jeffrey Perera were present to officiate.

Datuk Yaacob Amin and Dato' Haji Din handed out Giant-sponsored goodie bags to the 350 aid recipients and school bags to 80 students from low-income households.

Tan Sri Dr Ngau Boon Keat expressed his appreciation to all the donors who had contributed towards the relief fund. "I am thankful for the support we had received in response to the appeal we made earlier in January," said Tan Sri Dr Ngau.

"Donors chose to contribute to MyKasih Foundation because they know that the donated monies will be channelled directly to targeted recipients via their MyKad. This level of transparency gives them the assurance that their donated funds are used for its intended purpose by rightful recipients," added Tan Sri.



Some of the beneficiaries in Dungun posing for a group photo with Datuk Yaacob Amin (centre, white) and Dato' Haji Din Adam (centre, pink).



A young boy greets Dato' Haji Din with a customary respectful greeting during the handing over of school bags and stationery to underprivileged students.

Temerloh flood victims say 'Thank You'...



One of the Pahang flood aid recipients, 77-year old Jaafar bin Ahmad from Kampung Pandan, Kuala Krau, Temerloh, described how his wooden house was submerged for one week during the floods which led to irreparable damages. His family lost all their clothes and other belongings, including crops which he grew for his family's own consumption.

"The aid has helped me purchase food items for my family. I am now saving up for a washing machine," said Jaafar.



Another Pahang recipient, 58-year old Abdul Karim bin Latif from Kampung Sungai Rabit, Kuala Krau, Temerloh, managed to save valuable documents and some electrical items when flood waters rose rapidly as high as 4-feet in his house. However, all his furniture and bedding could not be salvaged.

"The RM 250 aid will really help me feed my family, especially to purchase rice. I hope this aid will be available for flood victims every year. On behalf of my family and all flood victims receiving this aid, I thank MyKasih Foundation and its donors," said Abdul Karim.



Salmiah bt Syed Mansor, 46 years old, is a recipient who had spent the RM 250 aid at The Store outlet in Temerloh using her MyKad.

"Thank you very much to the kind-hearted donors of MyKasih Foundation. This act of kindness itself makes us more confident to move on in life after the floods," said Salmiah.



Hasmah Mohd Lazim, 48 years old, is a recipient who had spent the RM 250 aid at The Store outlet in Temerloh using her MyKad.

"Every bit of help that comes will reduce our daily burden," said Hasmah.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April 2015 - June 2015

LAUNCHES

YAYASAN PASIR GUDANG LAUNCHES SMART FOOD PROGRAMME



Johor Menteri Besar, YAB Dato' Mohamed Khaled bin Nordin (centre) cutting the launch ribbon to officiate the ceremony while MyKasih Foundation Managing Director, Jeffrey Perera (in red) looks on.

On 6 June 2015, Yayasan Pasir Gudang kicked off the Smart Food Programme for 100 selected recipients from low-income households in Pasir Gudang, Johor. 'Smart Food' capitalises on the MyKasih system which uses the innovative MyKad technology to channel aid directly to beneficiaries.

Johor Menteri Besar, YAB Dato' Mohamed Khaled bin Nordin who is also the Chairman of Yayasan Pasir Gudang, was present at Eonsave Supermarket that day to observe the purchases of essential foods by the recipients and to officiate the commencement of the welfare project in the Pasir Gudang community. Others present that day were Yayasan Pasir Gudang's Manager, Sharul Akmal bin Johari and MyKasih Foundation Managing Director, Jeffrey Perera.

Each of the 100 Smart Food recipients will receive a monthly allowance of RM 80 to pay for approved basic food items using their MyKad at designated retail outlets, such as Redmart Supermarket, Eonsave Supermarket as well as UO Supermarket in Pasir Gudang.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his gratitude to Yayasan Pasir Gudang for using MyKasih's innovative system for its welfare programme.

"In channelling aid using the MyKasih system, Yayasan Pasir Gudang will be able to track every single cent spent by recipients and the products that they purchase under the food aid programme. This gives the assurance that the charity's monies are being used for its intended purpose," said Tan Sri Dr Ngau.

"We all have a responsibility to help those in need. The technology enables us to reach out to targeted families more effectively and allow them to access aid in a dignified manner, whereby the recipients can exercise choice when purchasing essential food items at partner retail outlets," said Tan Sri Dr Ngau.

"We hope that other welfare agencies will make use of this available technology and consider using the MyKasih system for their community programmes," added Tan Sri Dr Ngau.

The Johor State Government via their Economic Planning Unit (UPEN Johor) was the first state government in Malaysia to use the MyKasih system for its welfare programme back in 2012. A total of 1,200 low-income households across 10 Johor districts received monthly food aid worth RM 100 via their MyKad under the state-run 'Tautan Budi' food aid programme.



A recipient demonstrating the purchase process using the MyKasih system during the launch at Eonsave Supermarket, Pasir Gudang while YAB Dato' Khaled bin Nordin looks on.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April 2015 - June 2015

LAUNCHES

DIALOG

REWARDS STUDENTS' HARD WORK



A group photo with the deserving MyKasih 'Love My School' students and their bicycles.

Dialog Group Berhad (DIALOG) presented bicycles to 20 secondary school students from SMK Tanjung Datuk in Pengerang, Johor in recognition of their overall academic progress and achievements. The students had recently won a national award in the Malaysian Young Investors competition, endorsed by the Malaysian Ministry of Education. The students bagged a silver award for their 'Multi-purpose Dust Cleaner' invention, and a bronze award for the 'Salt Water Battery' invention.

During the handover ceremony at the school on 28 July 2015, DIALOG's Head of New Ventures, Shahrudin Ahmad said, "We would like to acknowledge the students' efforts in improving their academic performance and also in appreciation of their pursuit in the fields of science and innovation. We hope that the bicycles will ease their trips to school and help ensure a smooth journey towards excellence."

Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat, who is also the Executive Chairman of DIALOG said, "In line with one of DIALOG's values of being compassionate, this bicycle donation is one of the many examples of DIALOG doing good where it operates."

"We hope that the students will remain driven and motivated, and inspire others within their community to better themselves," added Tan Sri Dr Ngau.

The 20 students, who come from poor families, are also beneficiaries of the DIALOG-sponsored MyKasih 'Love My School' programme in SMK Tanjung Datuk.



Shahrudin Ahmad, DIALOG's Head of New Ventures presenting a bicycle to one of the students observed by the Principal of SMK Tanjung Datuk, Farzeli bin Che Mat Mokhtar.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April 2015 - June 2015

LAUNCHES



& MyKasih EMPOWER STUDENTS VIA LIFE TRANSFORMATION PROGRAMME

A total of 717 primary and secondary students from 15 schools currently benefit through the 'Rotary Kasih' programme - a student adoption and life transformation programme that aims to alleviate the burden of financially-challenged families in educating their children, and at the same time, inspire and motivate underprivileged students to achieve success.

A launch ceremony was held at SJK (T) Vivekananda in Kuala Lumpur on 30 March 2015 to commemorate the RM 250,000 contribution by Rotary International District 3300 to MyKasih Foundation to implement Rotary Kasih.

In her speech, Rotary International District 3300's Governor Kirenjit Kaur acknowledged MyKasih Foundation's matching contribution of another RM 250,000 to enable all 717 underprivileged students to benefit from the project.

The Rotary Kasih project adopts the MyKasih 'Love My School' cashless bursary scheme where students are able to draw upon on monthly allowances of RM 60-80 and pay for items sold at the school canteen and bookstore using their Rotary Kasih smartcard.

Other than improving nutrition amongst poor students, the project aims to help ease the burden of financially-challenged families and enhance students' learning abilities.

Kaur said, "In line with our 'Light Up Rotary' theme, students adopted under this project will be empowered via a Student Life Transformation Program (SLTP). Rotarians will be attached to each school to monitor the students' progress and special intervention programmes will be introduced to support the personal transformation of our Rotary Kasih beneficiaries."

In addition to helping the students prepare for their examinations, the students will be provided with value-based programmes which include mentoring and coaching. Opportunities to participate in leadership seminars and motivation camps, will also be provided.

"The main goal of this programme is to develop the students into productive wholesome nation builders," added Kaur.

Representing MyKasih Foundation at the launch event in SJK (T) Vivekananda that day were Trustee, Datuk Yaacob Amin and Managing Director, Jeffrey Perera. Others present include the President of the Rotary Club of Bangsar, Anne Teoh, Headmistress of SJK (T) Vivekananda, Tamil Selvi, and various Rotary Club officers.

SJK (T) Vivekananda was the first of the 15 schools to launch the Rotary Kasih programme which enables the students to use their MyKasih smartcards at the canteen and school bookstore to purchase food and stationeries.

In thanking Rotary, Datuk Yaacob Amin said, "The dedication and care for the students' wellbeing demonstrated by the Rotarians in the execution of this community service project is truly exemplary. We hope the students will embrace these wonderful opportunities presented to them and aim for the stars to achieve excellence."

Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat also expressed his gratitude to Rotary, which has been a long-serving partner to the community and MyKasih Foundation since the latter's inception in 2009.

"Various Rotary Clubs throughout the country have given their support towards the MyKasih programme. They have been instrumental in helping us identify and register potential food aid recipients, as well as in the implementation of programmes such as health screening in target communities and education awards for deserving students. For that, we are truly grateful to Rotary," said Tan Sri Dr Ngau Boon Keat.

Throughout the months of April and May, Kaur visited the remaining 14 schools to launch Rotary Kasih.

SJK (T) VIVEKANANDA BRICKFIELDS, KL



SJK (C) HAN MING IN PUCHONG



SMK BANDAR SUNWAY



SMK METHODIST BOYS SCHOOL IN SENTUL



KOREAN AIR

donates RM 50,000 in aid of flood victims



Left to right: MyKasih Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat; MITI Secretary General, Tan Sri Dr Rebecca Fatima Sta Maria; MITI Deputy Minister, YB Dato' Lee Chee Leong and Korean Air Managing Director for Malaysia, Jin Jae Hoon.

Korean Air came to the aid of Malaysia's flood victims with a donation of RM 50,000. A cheque presentation ceremony was held at the Ministry of Trade and Industry (MITI), where MITI Deputy Minister, YB Dato' Lee Chee Leong and MITI Secretary General, YBhg Tan Sri Dr Rebecca Fatima Sta Maria received the cheque from Korean Air's Managing Director for Malaysia, Jin Jae Hoon.

YB Dato' Lee then presented the cheque to MyKasih Foundation, represented by its Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, and Managing Director, Jeffrey Perera.

In thanking Korean Air for the contribution, YB Dato' Lee said, "The donation is very timely. We have decided to work with MyKasih Foundation to handle the disbursement of the donation because of its unique system in aiding those who need help."



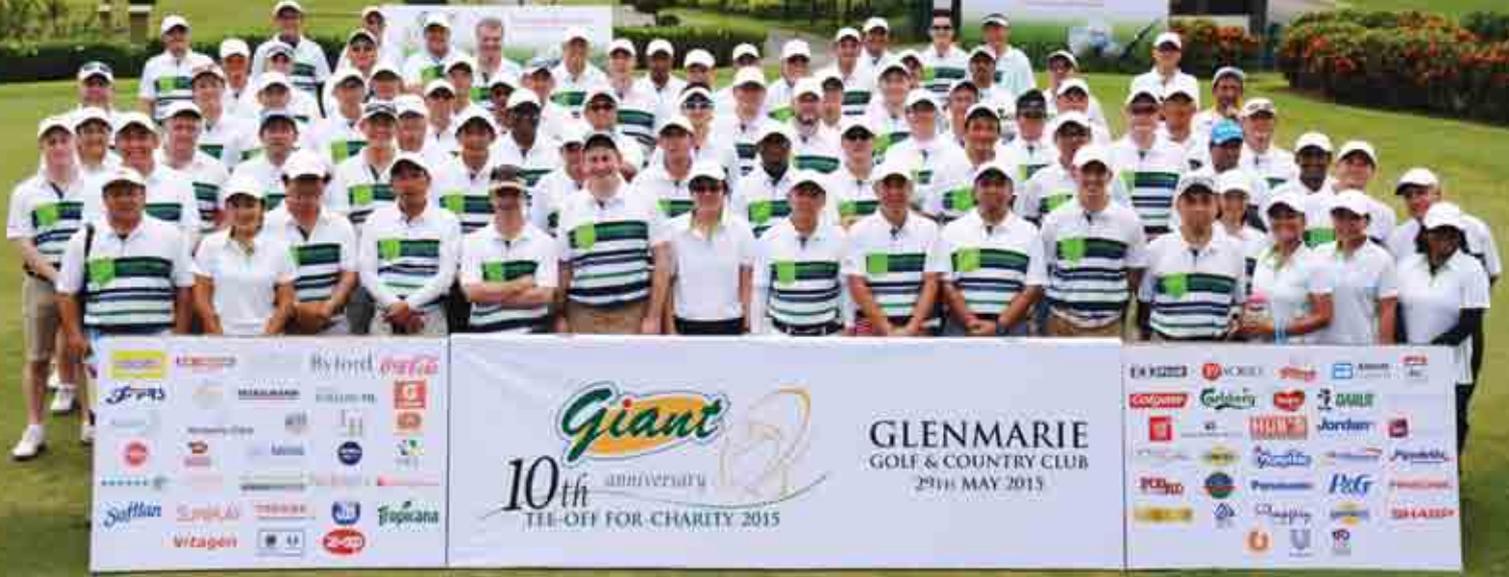
Tan Sri Dr Ngau pledged MyKasih will distribute the funds as swiftly as possible to the flood victims.

"MyKasih is working closely with the Malaysian National Security Council to register 200 flood victims, who will be receiving the one-off RM 250 flood relief allowance donated by Korean Air. We are truly grateful to have received this contribution which we shall channel in full to the identified beneficiaries via their MyKad," said Tan Sri Dr Ngau.

Korean Air's Hoon said the airline was glad to be of help. "This is another demonstration of our CSR commitment in Malaysia," said Hoon.



"A friend in need is a friend, indeed. We are happy to lend a helping hand to our Malaysian friends to help them recover from this unfortunate catastrophe," said Jin Jae Hoon.



The golfers posing for a group photo before tee-off.



TEES-OFF FOR CHARITY

MyKasih main beneficiary of proceeds

On 31 May 2015, GCH Retail (Malaysia) Sdn Bhd gathered over 100 golfers for its annual 'Giant Tee-Off for Charity' at the Glenmarie Golf & Country Club in Selangor. Led by GCH Retail's Chief Executive Officer, Dato' Tim Ashdown, the charity event marked Giant's 10th year of philanthropic ventures with its business partners and associates since 2006.

During the prize-giving dinner that evening, Dato' Ashdown reported, "To-date, over RM13 million has been channeled to numerous charities and welfare programmes that provide assistance to those in need. In the last 12 months alone, over RM1.6 million went towards communities which were affected by calamity and were in need of financial assistance. This included parts of East Malaysia which were hit by floods (in Kuching, Sarawak) and fires in Semporna, Penampang and Likas in Sabah."



"When some parts of the country suffered severe flooding in November last year, we quickly provided staple food products and drinking water to displaced families. We also drew on the strength of our nationwide network of stores to garner public donations," said Dato' Ashdown.

"Through the National Security Council, we were able to dispatch aid to the states of Kelantan, Terengganu, Pahang and Perak, reaching out to those most in need," he added.

Dato' Ashdown then announced that proceeds from the 2015 charity golf will support various charities and non-governmental organisations that focus on education, community outreach, societal development and environmental conservation. One of Giant's beneficiaries is MyKasih Foundation.

Following a short video presentation on Giant's various philanthropic initiatives, MyKasih Foundation Managing Director, Jeffrey Perera was given the opportunity to address the audience.

In acknowledging Giant's support, both as a donor and a retail partner, Perera said, "Giant has been a tremendous supporter of MyKasih since the Foundation's establishment in 2009 with their first outlet in Puchong serving 50 recipient families under the MyKasih 'Love My Neighbourhood' food aid programme. Six years on, close to 70 of Giant's outlets serve MyKasih beneficiaries nationwide."

"Last year, Giant contributed RM 800,000 to support close to 1,000 poor students in 20 primary and secondary schools under the MyKasih 'Love My School' student bursary programme. This form of assistance relieves parents from the financial strain of providing education for their children," added Perera.

MyKasih's Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his sincere thanks to GCH Retail (M) Sdn Bhd for its collaboration with MyKasih thus far.

"The partnership between Giant and MyKasih is truly exemplary. We plan to continue to strengthen our efforts to improve the wellbeing of the communities we jointly serve," said Tan Sri Dr Ngau.

DIALOG STAFF VOLUNTEER AS SIGHT GUARDIANS

Dialog Group Berhad's 'Sight Guardians' responded to MyKasih's request for volunteers to carry out eye checks for school children adopted under the MyKasih 'Love My School' student bursary programme.

The eye-screening project, called **'Simply See: Lighting up lives through the gift of sight'**, took place on Sunday 29 March and 7 April at Sekolah Kebangsaan Orang Asli Bukit Lanjan, Sekolah Kebangsaan La Salle 2 Sentul and Sekolah Menengah Kebangsaan La Salle Sentul respectively.

Along with other trained Sight Guardian volunteers from the Oasis women's group and the Rotary Club of Lake Gardens Kuala Lumpur, a total of 191 secondary and primary MyKasih student beneficiaries were screened for visual acuity (short-sightedness, astigmatism, and other visual impairments), as well as colour-blindness. 18 specialised Adspec glasses (sponsored by Kenanga Investment Berhad) were distributed on the spot to the MyKasih students in need of them.

The project is a collaboration between MyKasih Foundation and social enterprise **Dialogue In the Dark (DiD)** together with non-profit organisation **Save Ones Sight Mission Berhad (SOSM)**.

DiD and SOSM were founded by Stevens Chan with the main objectives of preventing unnecessary blindness through early intervention and to equip and empower those suffering from blindness to become productive members of society.

Prior to the screening activities in the MyKasih schools, DIALOG employees David Wong, Lizawati Mohammad Kassim, Teh Soon Seong and Elizawati Elias were trained on how to conduct the eye checks.

Now fondly referred to as DIALOG Sight Guardians, David Wong and his colleagues are ever-ready to serve the community.





Adventist Food Bank adopts **MyKasih** scheme for the poor



MyKasih Foundation Managing Director, Jeffrey Perera serving food to guests during the Adventist Food Bank charity dinner in Georgetown City Hotel in Pulau Tikus, Penang.

On 12 March 2015 the Adventist Food Bank held a charity dinner at Georgetown City Hotel in Penang to raise funds for its community services. Themed 'Serve with Love', the evening's opening gambit saw some 20 VIPs serve food to the elderly.

Adventist Food Bank, a relatively new charitable organisation, is reaching out to poor single parents with school-going children to provide them with non-perishable essential food items on a monthly basis using the MyKasih system.

Food Bank Chairman, Tan Cheng Chee said, "This is better than waiting for us to deliver food parcels." Adventist Food Bank also physically delivers food to the elderly at their homes.

Tan said those eligible for the assistance would be given RM 80 monthly via their MyKad to purchase necessities for the family. To start with, 100 selected beneficiaries will make their purchases at participating outlets such as Giant, Econsave and Mydin.

"Although we started small, we have a big vision to build a community where no one goes hungry and where each person is given the opportunity to live with dignity and hope for the future," said Tan.

Also present during the charity dinner were Penang State Welfare, Caring Society and Environment Chairman, Phee Boon Poh and MyKasih Foundation Managing Director, Jeffrey Perera.

Other organisations which took part in the event were Penang Adventist Hospital, Musica Sinfonietta, Lions Clubs International District 308 B2 Malaysia and the state government. Guests were entertained with performances by the Chung Ling Private Secondary School Chinese orchestra, the Lion Dance troupe from Union Primary School, and American-based Hinsdale Men's Chorus.

ENTREPRENEURSHIP PROGRAMME GRADUATION A MAD AFFAIR

On 7 June 2015, MyKasih celebrated the graduation of 16 Mengecapi Aspirasi Diri (MAD) entrepreneurship programme participants, majority of whom are the Orang Asli (indigenous people) of the Temuan tribe in Bukit Lanjan.

The graduation ceremony was held at the Community Hall in Desa Temuan, Damansara Perdana and attended by UPS Managing Director, TH Lim; Alliance Bank Head of Group Strategy & Development, Amarjeet Kaur and MyKasih Foundation Advisory Council Member, Nazrin Aneeza.

The four-month programme was jointly sponsored by UPS Foundation and Alliance Bank Malaysia Berhad with the aim to help MAD participants acquire knowledge on

how to run a business successfully, which will hopefully help them carve a better future for themselves and their families.

The programme's Lead Coach, Sharmini Hensen commented that the graduation event was the most elaborate compared to all the 12 MAD graduations held previously. "With a mini carnival, friendly football match, hand-sewn graduation robes and traditional dance performances, it was an impressive event. Their sense of family and community is very strong and it certainly contributed to the success of the graduation event and the MAD programme itself. Congratulations on a job well done!" she said.



The graduates performed a song by Manbai called 'Terima Kasih' to show their appreciation to the parties involved in helping them on their journey of empowerment.



Wan Mastini (in graduation robe) proudly shows off her certificate together with Sharmini Hensen (left), Nazrin Aneeza (second from right) and Amarjeet Kaur (far right).



Sangkut binti Chat setup a stall selling drinks to members of the public to combat the heat.



Enterprising members of the community rented booths from the MAD organisers to sell their wares which include rare Orang Asli wood carvings, costume jewellery and telephone credit top up.



The MAD graduates throwing their graduation hats in the air. It's a celebration!

Touched by the success stories shared by the graduates, MyKasih's Nazrin Aneeza said, "It was inspiring to see how readily and willingly the participants embraced a new way of thinking. Their drive to take action and change their lives was positively moving."

At the start of the programme, participants declared a target income which they planned to generate throughout the course of the programme. The actual income achieved at the end of the programme will be measured against their initial declared target to ascertain their success.

Sharmini Hensen announced the actual income generated by the participants of the programme in her speech. "Collectively, the MAD participants had pledged to earn RM8,060.00. By the end of the programme they had surpassed their target by 100% and generated a total of RM 16,450.00 in income!" she proclaimed.

"Congratulations to the MAD graduates on such a great accomplishment. I hope you keep it up and face your challenges head-on, knowing that nothing is impossible to overcome. No matter what happens, do not give up on your dreams," said Nazrin Aneeza during the graduation ceremony.

"On behalf of MyKasih Foundation I would like to thank UPS Foundation and Alliance Bank for supporting this programme. The commitment from both organisations is truly commendable. We hope this collaboration will continue towards our mutual aim – poverty eradication," she ended.

Classroom snapshots



The MAD participants reading out their MAD Pledge with conviction and belief.



Juliana Angan (far left) explaining her Vision Board showing her dream of owning a luxury car, comfortable home and other luxury items.



Sharmini giving Mohamed Affindi a high five when he shared his success milestones with the class.

Mengecapi Aspirasi Diri Programme Methodology

The MAD programme is a four-month coaching programme aimed at improving the lives of underprivileged men and women through entrepreneurship. The methodology and module covers:-

- Coaching sessions to guide participants in their problem-solving and decision-making processes when faced with challenges (in life or business)
- Financial Literacy sessions to guide participants on the basic principles of personal and business finance management.
- Image consultations to guide participants on presenting themselves to their best advantage, communicating effectively and developing self-love and self-worth.

Temuan MAD graduates share their journey of empowerment with MyKasih Foundation

Nila Binti Busu, age 45 from Bukit Lanjan.

A married mother of four, Nila struggled with self-esteem issues that prohibited her from achieving her full potential. She had learnt to sew in the past but her attempts at starting a tailoring business never succeeded.

“Prior to joining the MAD Programme, I did not know how to effectively communicate with customers and that prevented me from gaining consistent clientele. I was also unaware of any financial planning methods and marketing techniques required to start a business,” she said.

However, in the past year since enrolling in the entrepreneurship programme, Nila has managed to build a small, albeit gradually thriving, tailoring business operating from her home. “I now receive as many as six orders each month and this affords me the privilege of a relatively steady income which I did not have access to in the past. Also, business is especially successful this month as Ramadan has led to a significant surge in demand for traditional baju melayu and baju kurung.”

Although Nila has to work two jobs to help keep the family afloat, her financial situation has improved by leaps and bounds. “Before this, we were very poor as both my husband and I were rubber tappers. We survived each day on a kais pagi makan pagi, kais petang makan petang (living hand-to-mouth) basis. Now, I still work in the rubber estate along with my husband during the day but I spend my evenings sewing clothes. The added income from tailoring has allowed me to settle most of our debts and the financial literacy course has taught me how to save a portion of my earnings each month.”

Nila also speaks fondly of her mentor and life coach, Sharmini Hensen. “Ms Sharmini has helped me realise that I am capable of accomplishing anything as long as I work hard, persevere and believe in my abilities. Her constant encouragement and support gave me the confidence to open my own business. I felt scared and overwhelmed at the prospect of starting a business but she put me at ease and that made all the difference.”

As for her future plans, Nila is saving up to participate in a sewing course so that she can further enhance her skills in the hopes of opening her own boutique one day. For now she is extremely grateful towards MyKasih for having been awarded the opportunity to improve herself. “Not only did the MAD Programme equip me with the knowledge to expand my business and provide for my family, it had also enabled me to feel more self-confident and fulfilled in life. Thank you,” she said gently.

Nila is capable of sewing not only traditional Malay clothing but also various styles of modern attire. The minimum cost of her services is RM 60 and she can be reached at 011 2383 3513.



Previously, Nila (centre) was too shy to even speak in front of her class. She has come a long way since then!



Holding her head up high, Nila's posture and demeanour has changed, projecting her confidence and self esteem.



Noraini Binti Hempit, age 40 from Bukit Lanjan.

Noraini, a 40-year old mother of seven, always had a penchant for arts and crafts. She started a business selling handmade home ware such as serving dishes, placemats and mugs nearly 10 years ago, however, it failed to take off as she did not know how to market her products nor manage her finances. With four children still attending school, she and her husband, an odd job worker, were struggling to support their family's needs.

Since undergoing MyKasih's MAD Programme, she has managed to expand her business using the communication and entrepreneurial skills gained. "Before joining the programme, I was unaware of the numerous possibilities that lay before me. I also did not know how to expand the business and effectively manage my finances. Through the programme, I learnt how to communicate with customers to better market my products. This has helped me expand my client base."

She now markets her products by distributing flyers and promotes her business through friends and family. "My friends and family have been very supportive and they have helped me gain a lot of new customers. They are constantly mentioning my business venture everywhere they go, to a point where it becomes rather embarrassing," she said with a laugh.

Since joining the entrepreneurship programme, she has managed to triple her income and business is now booming. "I receive more orders than I can cope with and unfortunately I have had to turn away a few customers as I do not have the capacity to accept and meet their orders, even with the help from both my husband and mother. I am currently looking to hire more workers as I do not like turning customers away. It is very bad for business," she said.

At the mention of her life coach, Sharmini Hensen, Noraini instantly lit up. "Ms Sharmini really helped to expose me to the various opportunities that were right at my fingertips. She taught me how to properly conduct myself when dealing with customers and provided much needed motivation as well as support. I owe it to her for making me more open-minded and aware of the world around me. I thank her immensely for all that she has done for me," she gushed.

Noraini's handmade products retail as follows: serving dishes (RM15), a set of 8 placemats (RM 160) and a set of 8 cups (RM36). She can be contacted at 013 311 9523.



Noraini shows her handwoven bags and baskets which were for sale during the MAD graduation carnival.



Very reserved, Noraini has slowly built her self-confidence and overcome her shyness. Here she is leading the declaration of the MAD Pledge in front of the class.



School headmaster walks the extra mile for students



Turns around lowest-performing school through patience, perseverance and love.

Sekolah Kebangsaan (Orang Asli) Bukit Lanjan is a primary school for Orang Asli children located in Damansara Perdana in Selangor, just a five-minute drive from the DIALOG head office. With a student population of 156, who mainly come from poor family backgrounds, the school was the lowest-performing school in the district.

Many of the students' parents do not have a stable job or income, and therefore still depend on traditional practices of harvesting forest produce to sustain a living. The education attainment of their parents are relatively low and there is a lack of awareness about the importance of education. Against this challenging background, SK Bukit Lanjan's teachers made improving their students' attendance their main priority.

In 2013, DIALOG adopted SK Bukit Lanjan's students under the MyKasih 'Love My School' (LMS) bursary programme to provide better nutrition and study materials to the students. After two years on the LMS programme, the students' attendance had improved from 76% in 2013 to 81% in 2014.

Students used to be lackadaisical with regards to attending school and were passive in class. However that has since changed for the better. Now, there is a general improvement in students' academic performance. Last year, an Orang Asli student scored 5A's in UPSR, the first student to do so in the school's 57-year history. Enrolment into the school increased from 124 students in 2014 to 156 students in 2015, which included Orang Asli students who had never attended school, even though they were already of schooling age years before.

While the positive results can be associated with the LMS programme, much of the students' success are mainly attributed to the dedication of their teachers and the school's pragmatic and energetic headmaster, Khairul Anuar bin Abdul Aziz, in nurturing the students and providing them with a healthy learning environment.

"We started out by fixing the toilets," said Khairul Anuar, when asked about the first thing he did when he took office as the school headmaster in August 2013.

"Many do not realise that a clean and healthy environment is important for the students. This was the main feedback we received when we consulted the school's Parent-Teacher Association," he added.

Realising that student enrolment and general classroom attendance was poor, Khairul Anuar and his team of educators decided to engage with the students in a less formal way.

"The teachers were encouraged to engage with the students as a friend, a parent, an uncle or an aunt. Like any other child, students need attention and if they know that the teachers genuinely care for them, they are more likely to want to come to school," said Khairul Anuar, who has a background in counseling.

"We work very closely with the district and state education department, as well as the Department of Orang Asli Affairs (JAKOA). With financial support from kind donors, we were able to enrich the school's academic syllabus, its co-curriculum activities, and the school infrastructure. (e.g classroom walls and drain covers, computer labs, school library and school hall).

Eventually, the parents began taking interest in their children's education and became more actively involved in school activities, such as Sports Days, Annual General Meetings for the Parent-Teacher Association, parenting programmes, entrepreneurship carnivals and iftar programmes. The MyKasih LMS programme, together with other transformation programmes carried out for the students, contributed towards the increase in students' attendance.

"This year, we changed the canteen operator to one that can provide healthy and wholesome meals for the students," added Khairul Anuar.

The teachers also noted a boost in the students' confidence levels now that they are able to afford nutritious food from the canteen, as well as books and stationery from the bookshop through the MyKasih LMS programme. The students were also able to purchase their school uniform and shoes to replace their worn-out ones.

| SK Bukit Lanjan (Asli) | |
|---|---|
|  | School Attendance Overall school attendance has improved from 76% (2013)-> 81% (2014). |
|  | Academic Performance There was a general improvement students' academic performance. Last year one Orang Asli student scored 5A's in UPSR. He was the first student to do so in 57 years. |
|  | Discipline Student used to be unenthusiastic to attend school and were passive in class. Now they are more keen to go to school. |
|  | Others Enrolment rate Enrolment rate increased from 124('14) -> 156('15). The school also recently enrolled students who had never attended any school. |



Khairul Anuar, Headmaster of SK (Asli) Bukit Lanjan together with delegates from ConocoPhillips who gave out Back To School supplies to the students.

“With their new uniforms, the students became excited and proud to attend school. They even comb their hair neatly! They smile when they greet their teachers. With this new zest for learning, the teachers are able to get more participation from the students for educational and co-curricular programmes,” said Khairul Anuar.

Word on the good work the school management and its team of dedicated teachers are doing for the students spread like wild fire within the community. In 2015, the school received many new student registrations, not only for the Year 1 students, but also those for Year 4 and 6.

“Children who initially did not want to attend school or those with parents who were unable to send their children to school, are stepping up now that they realise the benefits of providing their children with education. The LMS programme has helped to reduce the financial burden these families have in sending their children to school,” said the happy headmaster.

Khairul Anuar has big plans for the school. He believes that SK Bukit Lanjan has the potential to be among the top five ranking schools for aboriginal students in the country.

“Our immediate aim is to reach 90% student attendance by the end of this year, as this will have a direct impact on the students’ academic performance. We hope that corporate donors, non-profit organizations and government bodies will support us in achieving this goal,” said Khairul Anuar.



Two exemplary role models of SK Bukit Lanjan. The headmaster, Khairul Anuar and the Student Head, Muhammad Luqman bin Mohd Nazri, the first student who scored 5As for the UPSR examinations since the school opened 57 years ago.

Khairul Anuar started his teaching career as a Music Teacher in Sekolah Kebangsaan Damansara Jaya 2 for 18 years. He then trained to become a qualified counselor at the same school. He later graduated with a Bachelors Degree (Hons) in Science Education from Open University Malaysia. In April 2011 he became a Senior Assistant for SK Taman Dato’ Harun (1) in Jalan Klang Lama, Petaling Jaya. After a short stint at the school he was transferred to the Education Department as a Curriculum Officer until 15th August 2013. He took office as the Headmaster of Sekolah Kebangsaan (Orang Asli) Bukit Lanjan on 16th August 2013.

INTERN TALKS

In June 2015 Zoena Rao completed a two-week internship with MyKasih Foundation. Within that time, the hardworking high school student assisted MyKasih with multiple projects and tasks. She showed dedication and professionalism beyond her years and was a delightful addition to the MyKasih family. She shares her experience with us.



As part of my school curriculum I was required to undertake a two-week internship at a company of my choosing. I decided on MyKasih Foundation as I was eager to learn more about their work. My first task was to help organise an eye-screening programme for students in schools under the MyKasih 'Love My School' Programme. I had to lock down dates for the event to take place and this was quite challenging as I also had to liaise with various other groups involved in the event. Before this, I had never really appreciated how difficult it was to organise what my supervisors deemed a 'simple' event. On top of that, I had to communicate in Bahasa Malaysia, a language I am not particularly fluent in. Needless to say, I think the teachers of the schools were far from impressed with my 'Manglish'!

The most enjoyable aspect of the internship was when I had to write articles on the current situation of two MyKasih recipients who had participated in an entrepreneurship programme recently. It was both heartwarming and inspiring to hear how these ladies had turned their lives around. In just under a year they had set up businesses that were growing from strength to strength, and this not only enabled me to realise how imperative education actually is, but also that one is never too old to learn.

Throughout my internship, I was exposed to the ins and outs of working life. I must say the hours were exhaustingly long and I cannot begin to imagine how people do it every day of their lives. The first few days of work - though overwhelming and confusing at times, were made bearable by the care and kindness shown by my colleagues who always ensured that I was coping and was at ease. MyKasih Foundation does a lot of notable work in helping the underprivileged work towards a better future. I have enjoyed my time here and am sad to leave, but it is rewarding to know that I was part of this impressive organization albeit for a short period of time.



MyKasih Charity Golf 2015

Glenmarie Golf & Country Club
Saturday, September 12th, 2015
8.00 am tee-off



**Sponsor
a flight!**

For more details, please email
info@mykasih.com

www.mykasih.com

Schedule

| | |
|---------|------------------------------|
| 6.30 am | Registration & Breakfast |
| 8.00 am | Shot Gun tee off |
| 2.00 pm | Lunch and Prize presentation |

Tournament Information

Sponsorship RSVP

4 August 2015 via info@mykasih.com

Flights Sponsorship (Reply Slip A)

- One Flight = RM 16,000
- One Golfer = RM 4,000

Prize Sponsorship or Cash Donations (Reply Slip B)

All cash donations to MyKasih Foundation
are tax-exempted.

Mode of Play

System 36 (Stableford)

Beneficiary Name and Address

MyKasih Foundation
C/o Finance Department
Level 3, DIALOG TOWER,
No. 15, Jalan PJU 7/5, Mutiara Damansara,
47810, Petaling Jaya,
Selangor Darul Ehsan, Malaysia

General Tel No. 03 - 7720 1888
General Fax No. 03 - 7725 1484

Beneficiary Bank Name

AMBank (M) BERHAD

Beneficiary Bank Address

No: 30, 32 & 34,
Jalan SS 2/61, 47300 Petaling Jaya,
Selangor Darul Ehsan

Beneficiary Bank Account No

217 - 201 - 200645 - 9

ABA Swift Code

ARBKMYKL

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03 - 7720 1819

The Orang Asli children of Bukit Lanjan staying true to their culture and identity. They perform a traditional dance during the MAD programme graduation ceremony.

Full story on page 18



MYKASIH CLASSIFIEDS

Looking for local talent to join your dynamic workforce while giving back to society?

Play your role as a corporate citizen that cares by advertising your organisation's job vacancies to MyKasih welfare recipient families. All it takes is 4 simple steps to give these families an opportunity to break out of the poverty cycle by being gainfully employed.



1

Contact MyKasih Foundation:

info@mykasih.com

or

03-7720 1888

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 Foundation reaches out to the vulnerable 'productive poor' segment of society, i.e. low-income households which earn a monthly combined income of RM 1,500 and below. In addition to food aid, MyKasih hopes to transform communities through education, skills-based training and entrepreneurship, as well as job placements.



Tan Sri Dr Ngau Boon Keat explained, "MyKasih Classifieds is one of our community service initiatives aimed at reducing the recipient families' dependency on food aid. The idea is to help eligible candidates from recipient families become gainfully employed with sound establishments so that they are able to achieve financial independence and improve their family's quality of life".

To-date, twenty MyKasih family members have been given full-time employment in the retail industry as cashiers, customer service executives, sales assistants, as well as in the areas of IT support and security.

“This is a good way for the school leavers to obtain some work experience. I hope companies will support this initiative and work with us to offer a variety of jobs to MyKasih families. In our effort to develop human capital, we hope to improve livelihoods and the overall wellbeing of the nation.”

Tan Sri Dr Ngau Boon Keat

Chairman and Co-Founder of
MyKasih Foundation.

♥ Ways To Contribute

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
DIALOG TOWER, No. 15,
Jalan PJU 7/5, Mutiara Damansara,
47810 Petaling Jaya,
Selangor Darul Ehsan,
Malaysia.

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

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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

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|------------------|--|
| Name of Bank | AMBANK (M) BERHAD |
| Account No. | 217-201-200645-9 |
| ABA Swift Code | ARBKMYKL |
| Bank Address No. | 30, 32 & 34, 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 families or students they have adopted under the MyKasih "Love My Neighbourhood" food aid programme or the MyKasih "Love My School" student bursary programme.

For further information, please contact us at info@mykasih.com or +603 7720 1888

MYKASIH FOUNDATION WOULD LIKE TO ACKNOWLEDGE ITS DONORS AND PARTNERS

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- Tan Lek Lek
- Tanjung Langsung Terminals
- TNT Express Worldwide
- 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
- 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
- Sarawak State

Education and Training

- Agensi Kounseling dan Pengurusan Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan Miri
- Klinik Pergigian 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
- 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)
- 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
essential food items



Education
Workshop

Creating
a brighter future

