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# Oil company hosts MyKasih's programme

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**BINTULU:** Roc Oil Company yesterday hosted the launch of MyKasih 'Love My Neighbourhood' programme with a RM104,000 donation.

This is the first time the Australian company partnered the MyKasih Foundation to support some 100 low-income families in Bintulu.

Under the programme, Roc Oil Company will provide an allowance of RM40 fortnightly to each family. It is credited into the recipient's MyKad so she/he can pay for the purchases of essential food items such as rice, bread, eggs, flour and cooking oil at New World Mart, the partner retail store.

"We seek to engage and deal openly and equitably with

communities where the company operates so we can be a good neighbour and responsible citizen who supports local community initiatives," said Roc Oil Company chief executive officer Alan Linn.

He said the partnership with the MyKasih Foundation complements Roc Oil's philosophy and goals.

MyKasih programme provides accountability in the way charity is being administered and distributed, motivating Roc Oil Company to join the growing list of programme donors.

Linn said: "MyKad technology has made misuse and leakages of charitable funds a thing of a past. Under this programme, all donations reach the recipients in full.

MyKasih Foundation was set up three years ago to help low

income families. The MyKasih programme not only provides food aid but involves recipient families in education-based activities such as skills training and tuition classes.

MyKasih Foundation chief executive officer Jeff Perera said its success stories include mothers able to complement their household income for more financial independence.

"We see more and more MyKasih youth and children being rewarded for doing well in their exams," he said.

Perera hoped more organisations and individuals would step forward to support the programme.

New World Mart donated to the programme RM5,200 which was handed over by its chief operating officer Keith Pointer.



**HELPING THE NEEDY:** Perera (seated centre) with Linn on his left, guests and the aid recipients.

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Alan Linn, Roc Oil Company chief executive officer





**HOW IT'S DONE:** Perera (second right) explains the transaction process to Linn as Pointer (right) looks on.

Launched in April 2009 with 75 families, MyKasih Foundation has changed the way welfare aid was managed and distributed using Mykad technology.

It has taken an all-around approach by adopting education programmes to complement its food aid. Close to 10,000 families in 105 communities in Malaysia including Sabah and Sarawak benefit from the MyKasih programme.

The foundation is a non-profit organisation that helps poor and needy Malaysians through its food distribution, financial counselling and training

programmes.

MyKasih pioneered a new way of getting food aid to the poor and needy as with just a swipe of their MyKad, nearly 10,000 poor families nationwide are getting free food from stores near their homes.

It is a private initiative programme with collaboration between MyKasih Foundation and many philanthropic organisations namely DIALOG, Petronas, Ambank, Sime Darby, Technip, ConocoPhillips, Langsat Terminal One, Murphy Oil and Mubadala Oil and Gas and many others.