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100 families receive over RM100,000 under AmBank-MyKasih Community Programme

KUCHING: Continuing for the third year, 100 families here received a total of RM104,000 under the AmBank-MyKasih Community Programme in Sarawak, the tenth such programme in the country.

To date, AmBank Group has contributed a total of RM1.4mil to the programme. Currently it is committed to 12 locations nationwide.

AmBank Group first teamed up with MyKasih Foundation in November 2009 and together they sponsored 100 low-income families in Sentul, Kuala Lumpur.

The success and efficiency of the MyKasih food subsidy system have inspired AmBank Group to continue giving its support.

Following the launch, the group replicated the programme in Kota Bharu, Kelantan; Bayan Baru, Pulau Pinang; Kota Kinabalu and Sandakan, Sabah; Subang Jaya, Selangor and Klang Valley.



Big contribution: Azman (left) handing over a mock cheque to Perera at the programme's launching in Boulevard Hypermarket in Kuching.

“Under this AmBank-MyKasih Community Programme, each recipient is provided an allowance of RM20 per week, or RM80 per month for one year to help defray the cost of essential daily food items,” said group chairman Tan Sri Azman Hashim.

“With this, the families can purchase essential food items such as rice, sugar, flour, milk and cooking oil. When we look at contributions to the under-privileged and hardcore poor, we are looking at ensuring that the contributions do reach the intended targets and that they enjoy visible and tangible benefits.

“The funds will ultimately reach the family members directly not in cash but in the form of essential goods they purchase from selected retailers.”

MyKasih Foundation chief executive, Jeffrey Perera said the not-for-profit group was grateful for the continuous support of donor partners like AmBank Group.

“We hope more companies would be inspired by AmBank Group and be part of MyKasih’s programmes as we continue to improve the welfare of low-income families.”

AmBank-MyKasih Community Programme also manages a series of courses designed to suit the needs of members of recipient families.

Volunteers from donor’s organisation and NGOs help conduct basic financial literacy courses aimed at helping adult family members to manage their finances as well as boosting their budgeting skills.

“As one of the main components in the AmBank-MyKasih Community Programme, we have also incorporated financial literacy sessions whereby participating families will attend talks conducted by volunteers, who will share their expertise and knowledge in financial management,” Perera said.