

AmBank-MyKasih Community Programme sees another 100 families as recipients this year

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GIVING BACK: Photo shows AmBank Group chairman Tan Sri Azman Hashim (sixth left) and MyKasih Foundation chief executive officer, Jeffrey Perera (seventh left) being surrounded by recipients of the AmBank-MyKasih Community Programme during a photo session following the launch. In its third year here in Sarawak, another 100 families have been selected to benefit from the programme.

KUCHING: AmBank Group (AmBank) is continuing its Corporate Social Responsibility (CSR) programme – AmBank-MyKasih Community Programme into its third year here in Sarawak as 100 more local families are selected to receive contributions of up to RM104,000.

The announcement came following the AmBank-MyKasih Community Programme launching at Boulevard Hypermarket. The Boulevard Enterprise is also a partner of AmBank along with MyKasih Foundation.

“I am pleased to note that AmBank Group currently has 950 families registered under AmBank-MyKasih Community Programme’s food aid spanning over 12 locations in six states with a total committed amount of RM1,424,748.17 from November 2009 to date,” said AmBank Group chairman, Tan Sri Azman Hashim during his opening speech.

He noted that under this programme, each recipient would be provided an allowance of RM20 per family per week or RM 80 per month to help defray the cost of their essential daily items.

“With this, the families can purchase food items such as rice, sugar, flour, milk and cooking oil.

“When we look at contributions to the underprivileged and the hardcore poor, we are looking at ensuring that the contributions do reach the intended recipients and that they enjoy visible and tangible benefits,” the chairman added.

It was also noted that the contributions would be deposited into recipients’ MyKad accounts and when they make purchases at Boulevard Hypermarket, they would need to show their respective MyKads to enjoy the benefits.

MyKasih Foundation chief executive officer, Jeffrey Perera added that whilst in the programme, the families would attend a financial literacy course and gain knowledge in managing day to day expenses.

“They are informed of encouraged to take part in the learning-based activities that form part of MyKasih programme. Volunteers from AmBank will share their knowledge and expertise in managing money, this is to educate recipients to manage their finances better and spend wisely,” Perera explained.

He also said that the transparency in the distribution of food aid in MyKasih programme remained the deciding factor in attracting new donors and that it was also the fundamental difference that made donors like AmBank continuously support the programme.

Read more: <http://www.theborneopost.com/2012/05/21/ambank-mykasih-community-programme-sees-another-100-families-as-recipients-this-year/#ixzz1vT4Rfi74>