

Provided for client's internal research purposes only. May not be further copied, distributed, sold or published in any form without the prior consent of the copyright owner.



Another 100 families to benefit from AmBank-MyKasih Community Programme in Sarawak

KUCHING: Continuing for the third year, 100 families from Kuching, Sarawak on 19 May 2012 received a total sum of RM104,000 as part of the AmBank-MyKasih Community Programme in Sarawak and this will be the tenth programme launched nationwide. To date, AmBank Group has contributed a total of RM1,425,000 for this programme and currently has committed to 12 locations nationwide including Sarawak.

AmBank Group first teamed up with MyKasih Foundation in November 2009 in which they sponsored 100 lower-income families in Sentul, Kuala Lumpur. The success and efficiency of the MyKasih food-subsidy system have inspired AmBank Group to continue supporting MyKasih. Following the opening launch, the Group replicated this programme in Kota Bharu, Kelantan; Bayan Baru, Pulau Pinang; Kuching, Sarawak; Kota Kinabalu and Sandakan, Sabah; Subang Jaya, Selangor and Klang Valley.

"Under this AmBank-MyKasih Community Programme, each

recipient will be provided an allowance of RM20 per family per week or RM80 per month for one year to help defray the cost of essential daily food items. With this, the families can purchase essential food items such as rice, sugar, flour, milk and cooking oil," said Tan Sri Azman Hashim, Chairman, AmBank Group.

"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 funds will ultimately reach the family members directly not in cash but in the form of essential goods they purchase from selected retailer," added Tan Sri Azman.

MyKasih Foundation Chief Executive Officer Mr Jeffrey Perera said, "MyKasih Foundation is grateful for the continuous support of our donor partner like AmBank Group. We hope more companies will be inspired by AmBank Group and be part of the MyKasih programme 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. As part of our commitment towards sustaining our CSR initiatives, this will provide the fundamental building blocks for the development of society," said Tan Sri Azman.

The AmBank-MyKasih Community Programme has been a success and recipients are pleased to have the opportunities to make their own purchasing decisions.



BACK ROW (L to R) Tan Sri Azman Hashim, Mr Jeffrey Perera and Mr Dennis Lee, Managing Director of Boulevard Hypermarket, Kuching (in white shirt) posing for a photo with the mock cheques and the recipients as well as children during the AmBank-MyKasih Community launch at the Hypermarket.