



Rotary hosts charity run

NOBLE DEED: Event benefits the underprivileged kids and MyKasih 'Love My Neighbourhood' programme

JOHOR BARU

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ROTARY Club of Johor Centennial organised a charity run in aid of MyKasih Foundation and Children's Education Fund recently to support food aid and education efforts for the underprivileged here.

Held at Dataran Bandaraya, the charity run was officiated by Tunku Aminah Maimunah Sultan Ibrahim.

Rotary Club of Johor Centennial president Wong Ban Seng said, "The main objectives of this charity run are to create public awareness of the various charitable causes and also to provide community service to the selected beneficiaries."

"This is part of our ongoing community development efforts in terms of bringing families together for a fun day out and to promote healthy living for a more productive and harmonious community," Wong added.

Also present was Johor Baru member of parliament Datuk Seri Shahrir Abdul Samad.

Shahrir, a passionate supporter of MyKasih, had launched the MyKasih "Love My Neighbourhood" food aid programme in February this year, which benefited 250 low-income households in Larkin. Subsequently, Shahrir organised a charity "Double Take" jazz concert last month at Mutiara Hotel, which raised RM80,000 in aid of MyKasih Foundation.

"The MyKad solution is MyKasih's signature method of delivering food aid to the poor and needy in a transparent and secure manner. This method of welfare disbursement is commendable as it has made misuse and leakages of charitable funds a thing of a past," he said.

"Under this programme, all donations reach the targeted recipients in full. In addition, MyKasih is able to provide accountability in how the donations are being administered through an Online Donor Portal which furnishes donors with audit trails and analytical reports on demographics and consumption."

Shahrir presented a mock cheque of RM5,000 which was received by MyKasih

Foundation chief executive officer Jeffrey Perera.

Grateful to Rotary Club of Johor Centennial for selecting MyKasih as a beneficiary of the charity run, Perera said, "We always seek to engage with partners who support local community initiatives. This is aligned with our mission of creating loving and caring neighbourhoods throughout the country."

He hoped that more organisations and individuals will step forward and support the MyKasih "Love My Neighbourhood" programme.

The charity run saw close to 500 participants, including 150 children from the various homes and representatives from civil society organisations which supported the event, such as the National Committee for Community Services and the Malaysian Red Crescent.

Funds raised from the charity run were equally shared between MyKasih Foundation and the Children's Education Fund.

Thirty cars from the Mini Club of Singapore and Johor Baru also participated with 20 vintage cars to provide joy rides for the children and other participants.

Chefs On Wheels were also present to provide food to the underprivileged children from the homes and also prepare food for sale throughout the event.

MyKasih Foundation was set up three years ago by Dialog executive chairman Dr Ngau Boon Keat and his wife Jean Ngau to improve the socio-economic wellbeing of the needy through food aid, education and skills training.

Launched in April 2009 with 25 families, MyKasih Foundation has changed the way welfare aid is managed and distributed with the use of MyKad technology. It has also taken an all-round approach with the adoption of education and health screening programmes to complement its food aid.

More than 11,200 families in 120 commu-



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nities all over Malaysia, including Sabah and Sarawak, now benefit from the MyKasih programme.



Datuk Seri Shahrir Abdul Samad flagging off the **charity run**.

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*A mock cheque of RM5,000 was presented to **Jeffrey Perera** (second from right). On the left is **Datuk Seri Shahrir Abdul Samad**.*