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MYKASIH Foundation is providing relief to communities affected by the floods.

Through a special allowance, affected MyKasih recipients will be able to purchase essential household items at selected retailers using their MyKad.

"MyKasih families who were already poor to begin with have ended up even poorer," said MyKasih Foundation chairman and co-founder Tan Sri Dr Ngau Boon Keat.

"We hope the donation, which is to help them purchase essential household items, will ease their burden.

"With the money raised so far, we estimate that as many as 8,000 families can be helped. But these are the worst floods in our nation's history, so I appeal to other donors to contribute through MyKasih."

The foundation's donation drive drew a prompt response; Ngau and his family pledged RM2mil while Dialog staff raised more than RM350,000.

In addition, Shaklee (Malaysia) Sdn Bhd, a MyKasih donor partner, also responded by contributing nutritional beverages called Meal Shakes amounting to RM1.1 mil.