



MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 10 | OCTOBER 2014



**JTI
Malaysia
supports
1,000
families
in 7 states
through
food aid**



AMBANK GROUP REACHES OUT TO KUALA TERENGGANU FOLKS

Supports close to 1,000 low-income households nationwide under the AmBank-MyKasih Community Programme.

Full story on page 10



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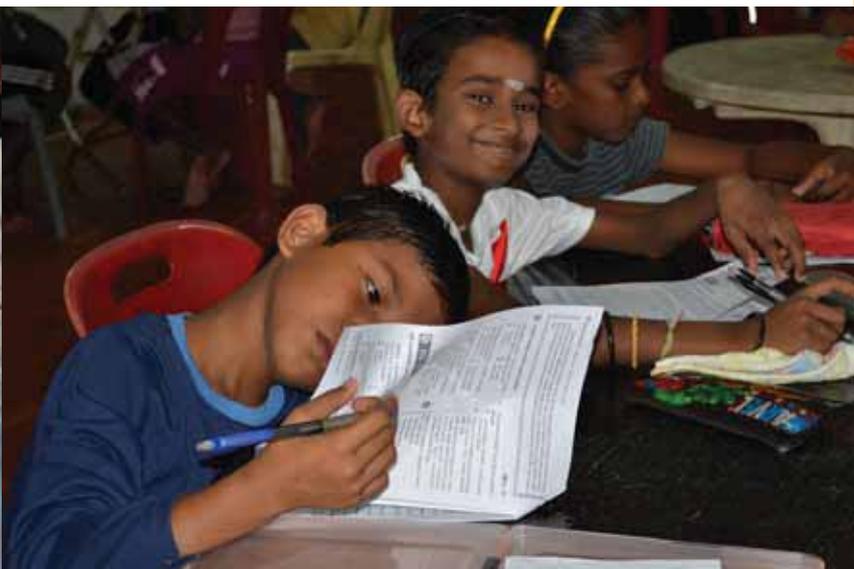
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CHAIRMAN'S MESSAGE

Dear Friends,

In this final issue for the year 2014, I am pleased to report that MyKasih Foundation has effectively touched the lives of 193,337 low-income households in over 200 locations nationwide through the MyKasih 'Love My Neighbourhood' food aid and MyKasih 'Love My School' student bursary programmes.

These community efforts aimed at rendering relief to underprivileged families could not have been sustained without the commitment and generous support from donors and retail partners, most of whom have been with us since the Foundation's inception in 2009.

Poverty eradication remains a major focus area for the Malaysian Government. The Johor and Sarawak State Governments, as well as the Ministry of Urban Wellbeing, Housing and Local Government, have continued to use the innovative MyKasih cashless payment system to deliver welfare aid to its recipients.

A significant milestone to record here is that the MyKasih system, which uses the MyKad technology, has now expanded beyond food aid and student bursaries to include cashless payments for fuel, public transportation, and medical treatments. The MyKad provides us with a suitable singular platform for targeted disbursements of aid entitlements in an efficient and secure manner.

As we move forward in the digital era of revolutionising welfare through technology, MyKasih puts equal emphasis on people development through education (scholarships), skills training, entrepreneurship-based courses, and job placements, with the main aim of weaning recipient families off welfare and transforming them into productive nation-builders.



In this issue, we also highlight initiatives which focus on education such as tuition classes for children of MyKasih recipient families supported by Dialog Group Berhad, Langsat Terminals, and Linaco Group. The Caltex 'Fuel Your School' community campaign by Chevron Malaysia successfully raised funds for classroom projects in the form of learning materials to promote the learning of Science, Technology, English, and Mathematics among primary and secondary school students.

The annual MyKasih Charity Golf Tournament held in August raised RM 719,883 through flight sponsorships and cash donations. The proceeds from this event will help us greatly in the running of our community activities.

On behalf of the Foundation, I wish to express our deepest gratitude to all who have journeyed with MyKasih in giving hope to those burdened with poverty. I would also like to welcome Perisai Petroleum Berhad on board the MyKasih charity wagon.

I hope the partnerships that MyKasih has been blessed with all these years will continue to grow and strengthen for many more years to come in order to reach out and positively impact the lives of those less fortunate in our neighbourhoods.

TAN SRI DR NGAU BOON KEAT
Chairman and Co-Founder

Overview of MyKasih

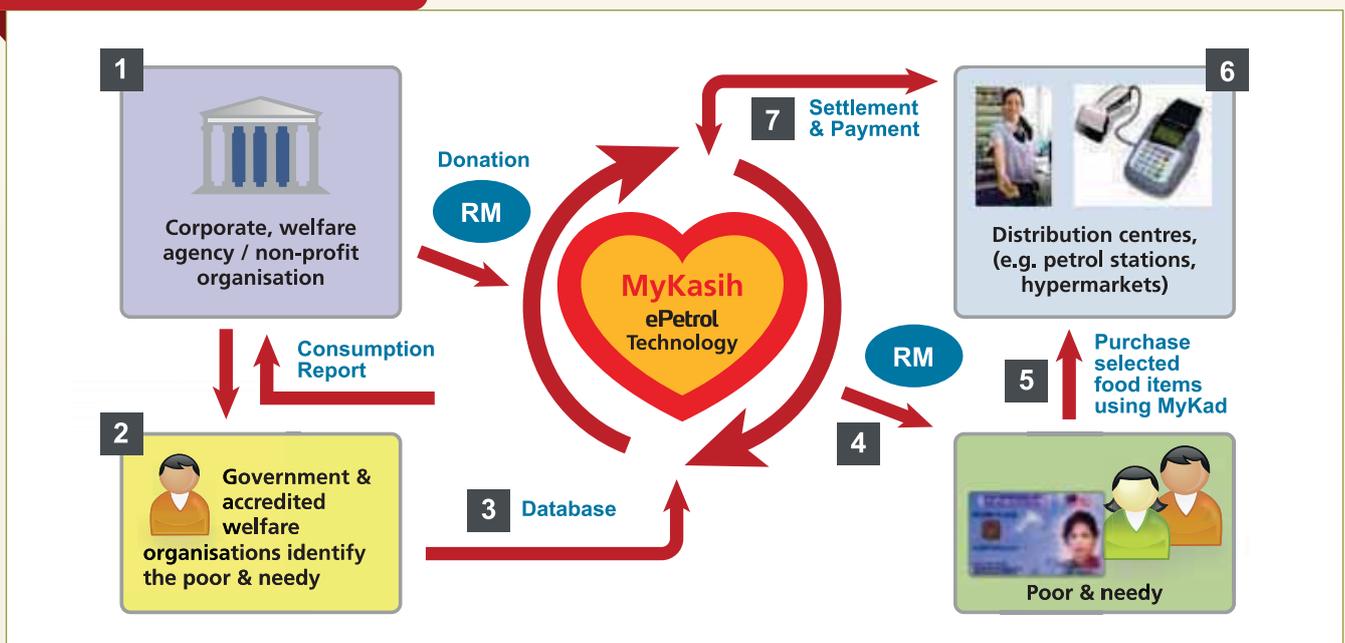
Revolutionising charity through a systemised welfare management solution using MyKad



Established in April 2009, MyKasih Foundation is a charity organisation founded by Dialog Group's Executive Chairman Tan Sri Dr Ngau Boon Keat and his wife Puan Sri Jean Ngau, to help low-income families through food aid and education regardless of race, religion or descent.

The uniqueness of the MyKasih programme compared to other non-profit organisations doing food aid is in the former's technological edge in driving welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by ePetrol Services Sdn Bhd, a subsidiary of Dialog Group Berhad. The system uses the chip technology of the Malaysian identity card, the MyKad, to disburse welfare aid to target beneficiaries.

How MyKasih Works



- 1 Donors or welfare agencies select preferred locations to adopt families under the MyKasih 'Love My Neighbourhood' food aid programme for a minimum of one year.
- 2 Welfare agencies and/or non-governmental organisations help identify and select needy families based on criteria to assess the eligibility of potential recipients, such as monthly combined household income, number of household members, age, etc. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- 3 Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- 4 RM 40 is deposited into the recipient's MyKad account twice a month.
- 5 Recipients shop for essential goods from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages.
- 6 Recipients use their MyKad to pay with a limit of RM 80 a month. To guard against abuse, a unique bar-code scanning process at the point-of-sale ensures that only approved selected basic food items are purchased. To activate the payment transaction using the MyKad, recipients are required to key in a personalised 6-digit PIN. Upon a successful transaction, a receipt is generated which informs the recipient of his/her available balance for the next purchase.
- 7 ePetrol then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



MyKasih 'Love My School' Bursary Programme

Similarly, student beneficiaries under the MyKasih 'Love My School' student bursary programme use their MyKasih student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit www.mykasih.com.my.



1 Student selects food



2 Student presents MyKasih Card & keys in 4-digit PIN



3 Student keeps receipt to track expenses



- Donors select schools which they would like to adopt under the MyKasih 'Love My School' Bursary Programme.
- Selected schools will identify underprivileged students using qualitative and quantitative criteria to assess their eligibility. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- An account will be opened against selected students' MyKad into which a spending allowance of RM 30-40 will be deposited twice a month.
- Students shop for books and stationery items at the school bookstore or food items at the school canteen, and pay for their purchases using the MyKasih student smartcard.
- All students under the bursary programme are subjected to mid-term reviews of their academic progress in order to stay on the programme.
- ePetrol administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



Board of Trustees



TAN SRI
DR NGAU BOON KEAT
Chairman & Co-Founder



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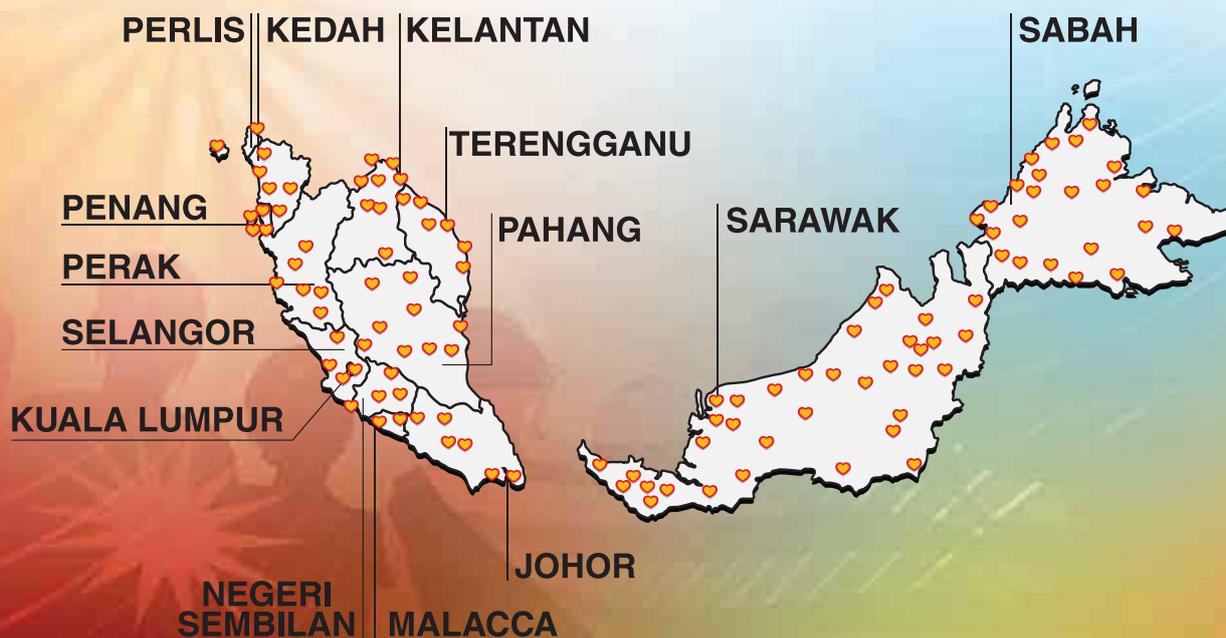
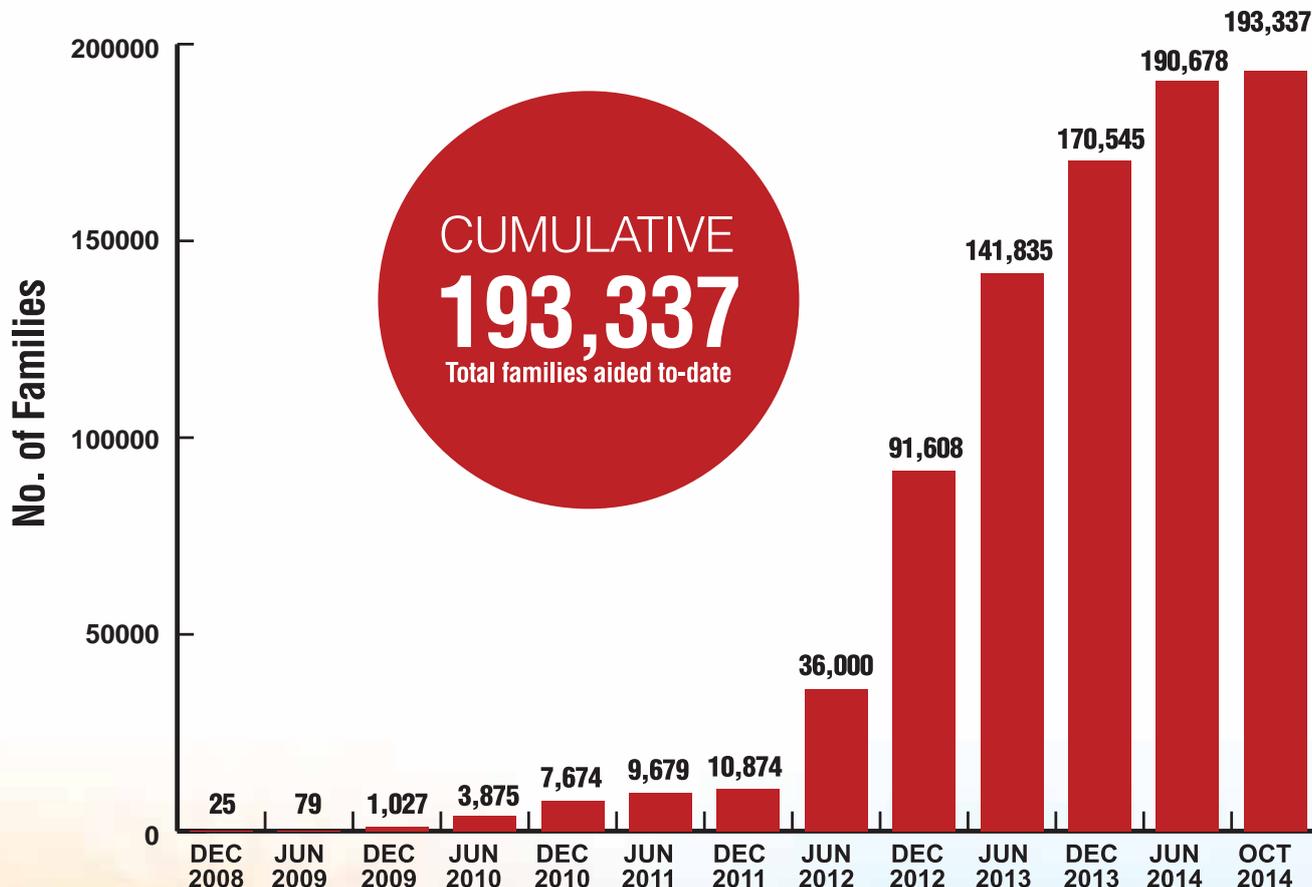
PUAN SITI KHAIRON
BINTI SHARIFF



DATUK YAACOB
BIN MD AMIN

MyKasih Today

Thanks to the generous support from donors, retail partners, as well as government agencies, MyKasih Foundation has reached out and provided food aid to more than 193,000 low income households in almost 200 locations all over Malaysia, including Sabah and Sarawak. These include 8,750 underprivileged students from 157 primary and secondary schools under the 'Love My School' bursary scheme.



Locations of MyKasih Aid Recipients

Q3

MyKasih

'Love My Neighbourhood'

Programme Launch, July 2014 - October 2014

LAUNCHES

JTI supports 1,000 families in seven states



The JTI Malaysia, MyKasih Foundation and JAKOA team posing with the Mah Meri village dancers who performed in their traditional attire.

JT International Berhad (JTI Malaysia) and MyKasih Foundation have teamed up once again for the second consecutive year to render food aid support to 1,000 underprivileged families under the MyKasih 'Love My Neighbourhood' programme spanning the seven states of Sabah, Sarawak, Kedah, Johor, Terengganu, Pahang, and Selangor.

During a simple launch ceremony held at Pulau Carey near Banting, Selangor on 10 September 2014, JTI Malaysia announced that the joint community initiative this year covered urban and sub-urban poor communities throughout the country.

Recipients of the funds, typically the woman in the household who are fondly referred to as 'mothers', receive RM40 every fortnight via their MyKad. They are able to use their MyKad or their MyKasih smartcard to purchase essential food items like rice, cooking oil, bread and beverages at a partner retail outlet nearby.



JTI Malaysia Corporate Affairs & Communications Director, Azrani Rustam (right), MyKasih Trustee, Dato' Yaacob Amin (left) and JAKOA Deputy Director for Selangor state, Mohd Yusoh bin Abu Naib (centre)

Speaking at the launch event held in the Mah Meri village of Kampung Sungai Bumbun in Pulau Carey, Selangor, JTI Malaysia Corporate Affairs & Communications Director, Azrani Rustam said that the programme was one of the key initiatives of JTI Malaysia's Community Investment activities and the success of the programme lies in the uniqueness of how the food aid is being distributed to targeted households.

“JTI is committed to making a real, measurable difference by engaging in projects that we know will deliver positive benefits to the community. We are sensitive to the plight of the less fortunate who are struggling daily to make ends meet, especially with the rising cost of living. The decision to adopt the MyKasih food aid programme to meet the immediate needs of the poor was based on the robustness of the technology used and its ability to track exactly where the funds are going and how it is being used,” added Rustam.

MyKasih Foundation Trustee Dato’ Yaacob Amin who was present that day thanked JTI Malaysia for being such a supportive donor partner to MyKasih Foundation.

“We are delighted to work together with JTI Malaysia once again to create loving and caring neighbourhoods all over Malaysia. This partnership demonstrates JTI Malaysia’s continued belief in MyKasih’s transparent and efficient welfare distribution system and we hope that this partnership will continue to flourish,” said Dato’ Yaacob Amin.

“The commitment demonstrated by JTI Malaysia in supporting this humanitarian effort is truly commendable. We believe this effort from the private sector will positively contribute towards the Government’s agenda on poverty alleviation,” concluded Dato’ Yaacob Amin.



A recipient receiving her shopping items from Azrani Rustam (right) after a successful purchase transaction demonstration using the MyKasih card (left).



The villagers presenting traditional dances, demonstrating traditional weaving techniques and performing traditional music at the launch event.



Azrani visiting the huts of the food aid recipients to chat and give out goodie bags.

JTI brings together klpac and MyKasih Foundation for shared community cause



Left to right: The Actors Studio Directors, Joe Hasham and Dato' Faridah Merican; MyKasih Chairman and Co-Founders, Tan Sri Dr Ngau Boon Keat and Puan Sri Jean Ngau, JTI Malaysia's Corporate Affairs & Communications Director, Azrani Rustam; and JTI Malaysia's Legal Director, Rohizwan Ahmad.

Tennessee Williams' landmark play 'A Streetcar Named Desire' in a unique dance form took to the stage for the very first time in Malaysia by The Actors Studio with The Kuala Lumpur Performing Arts Centre (klpac) and made possible by JT International Berhad (JTI Malaysia).

For its premiere on 7 August 2014, JTI Malaysia brought together two of its community investment partners from the arts (klpac) and in the community (MyKasih Foundation) for a charity night in aid of impoverished communities.

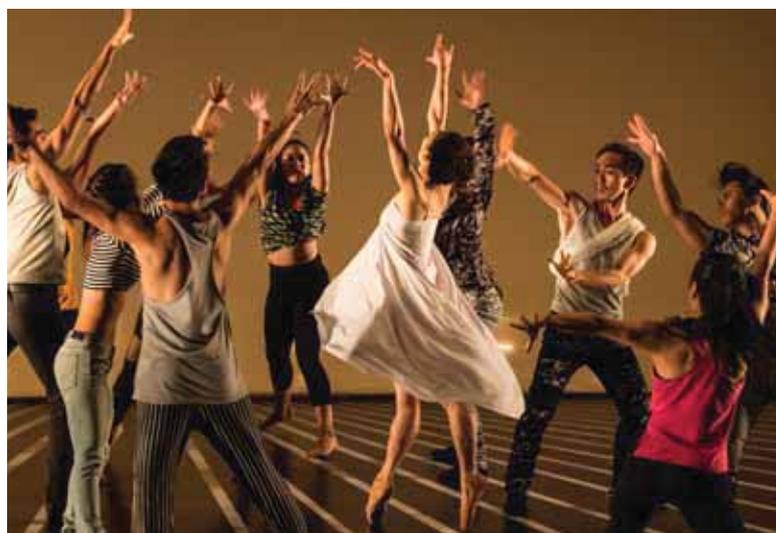
JTI Malaysia Corporate Affairs and Communications Director, Azrani Rustam said, "We saw it as a mutually beneficial opportunity to bring together both of our community investment partners as collectively, we are able to positively contribute to the community. We believe our best reward is when our actions inspire others and we hope to act as enablers in a meaningful way."

Proceeds raised through ticket sales during the Premiere night will benefit underprivileged communities through the MyKasih food aid programme, which uses the MyKad to purchase basic essential goods. Families learn to manage their expenses thus gaining greater autonomy in managing their finances which is integral in breaking the cycle of poverty.

In thanking JTI, MyKasih Foundation Chairman, Tan Sri Dr Ngau Boon Keat said, "We are fortunate to have corporate partners like JTI who are committed to improving the lives of the underprivileged by providing food aid through MyKasih. We hope that many more corporations will emulate the fine example set by JTI in reaching out to the underprivileged and heed the call by the government to come forward and contribute towards breaking the poverty cycle. We thank JTI for their continuous support and look forward to a long term partnership."



Above and below: The talented dancers mesmerised the audience with their moves.



Q3

MyKasih

'Love My Neighbourhood'

Programme Launch, July 2014 - October 2014

LAUNCHES



PERISAI GIVES BACK THIS SYAWAL

Provides one-year food aid to 60 families in Kemaman, Terengganu

On 15 August 2014, upstream oil and gas service provider Perisai Petroleum Teknologi Bhd contributed RM 57,600 in support of the MyKasih 'Love My Neighbourhood' food aid programme for 60 low-income households in Kemaman, Terengganu.

The food aid fund will support the selected beneficiaries for a year and will be distributed twice a month through their MyKad accounts. This method of disbursement will enable them to pay for essential food items using their MyKad or the MyKasih smartcard at Giant Superstore in Kijal and Dinnar Mini Market in Kemaman.

At the launch event held at Dewan Orang Ramai Pasir Gajah in Kemaman, Terengganu, Perisai Petroleum Head of Human Resource and Administration, Abdullah Bin Yunus said, "One of the main tenets of our corporate responsibility is premised on the philosophy of helping and improving the community around which we work. This year, we chose to work with MyKasih Foundation in Kemaman as our latest drilling operation is based at the Gayong field offshore off Terengganu and we take this opportunity to reach out and help the local community here."

Perisai Petroleum's corporate responsibility initiatives are undertaken by the management and staff themselves. In 2012, Perisai engaged with Pertubuhan Inspirasi Kanak-Kanak (PINK) and provided financial and moral support to the children hospitalised in Kuala Lumpur General

Hospital's paediatric ward for the terminally ill. In 2013, Perisai worked with Persatuan Kebajikan Anak-Anak Istimewa Selangor, an organisation that supports children with Down's Syndrome, by providing cash donations and organising a fun trip for the children to i-City Water Park in Shah Alam, Selangor.

"We are truly privileged to have been able to positively impact the lives of 60 recipient families through MyKasih Foundation. Through the unique use of the MyKasih cashless payment system via the MyKad, the recipients are able to shop, select and pay for selected essential food items at participating retail outlets using Perisai's funds which are channelled into their MyKad accounts. We hope our contribution will make a difference in the lives of those in need," added Abdullah.

In conjunction with the Hari Raya Aidilfitri celebrations during the month of Syawal, Perisai Petroleum also handed out raya money packets to the children of the beneficiary families.

Commenting on the joint initiative, MyKasih Foundation Trustee Dato' Yaacob Amin said, "It is heart-warming to witness the sensitivity and care that Perisai Petroleum has demonstrated towards improving the wellbeing of the beneficiary families. We hope that more corporations will follow in their footsteps to do their bit for the less fortunate."



Left to right: MyKasih Foundation Managing Director, Jeffrey Perera; MyKasih Foundation Trustee, Dato' Yaacob Amin; Perisai Petroleum Director, Dato' Yogesvaran T. Arianayagam and Perisai Petroleum Human Resources and Administration Head, Abdullah bin Yunus.



Abdullah handing groceries to a recipient at the event.

Q3

MyKasih

'Love My Neighbourhood'

Programme Launch, July 2014 - October 2014

LAUNCHES



AmBank Group

reaches out to Kuala Terengganu folks

Supports close to 1,000 low-income households nationwide under the AmBank-MyKasih Community Programme.

AmBank Group welcomed 50 new beneficiary families in Kuala Terengganu, Terengganu, under the AmBank-MyKasih Community Programme in the East Coast Region. This brings the total number of families in Kuala Terengganu to 100.

Launching the programme on 13 September 2014 at Mydin Wholesale Hypermarket in Kuala Terengganu, AmBank Group Chairman Tan Sri Azman Hashim said, "A project such as this helps us to play an effective role as a socially responsible corporate citizen. AmBank Group is very happy to be given the opportunity to participate in a community project which addresses real needs such as putting food on the table."

Close to 1,000 low-income households under AmBank Group's sponsorship currently receive fortnightly allowances which enable them to shop at participating retail outlets within their neighbourhood and pay for essential food items using their MyKad.

"AmBank Group has committed RM 1 million per year to support close to 1,000 beneficiary families under this initiative," added Tan Sri Azman.

Also present during the launch were MyKasih Foundation Trustee, Dato' Yaacob Amin and Mydin Mohamed Holdings Berhad Managing Director, Datuk Wira (Dr) Ameer Ali Mydin.

In expressing the Foundation's gratitude to AmBank Group Dato' Yaacob Amin said, "We would like to thank AmBank Group for partnering with MyKasih Foundation in rendering assistance to low-income households through the MyKasih food aid programme."

AmBank Group was among the first donor organisations to partner with MyKasih in delivering food aid to the poor, starting with 100 low-income households in Sentul, Kuala Lumpur back in November 2009. Since then, the Group had spread its goodwill into 14 other locations, which are Sentul and Cheras in Kuala Lumpur; Rifle Range and Bayan Baru in Pulau Pinang; Pandan Jaya, Klang, and USJ in Selangor; Ayer Keroh in Melaka; Kuala Krai and Kubang Krian in Kelantan; Kuala Terengganu in Terengganu; Menggatal and Sandakan in Sabah; and Kuching in Sarawak.



Thumbs up!

FUEL YOUR SCHOOL

Community campaign promotes learning of Science, Technology, English and Mathematics (STEM) in Kedah and Terengganu schools

Initiative by Chevron and MyKasih Foundation progresses into its second year

Chevron Malaysia's Caltex 'Fuel Your School' community campaign in Kedah and Terengganu generated RM 217,354.52, which benefitted a total of 46 classroom projects in both states, impacting more than 1,000 students.

Endorsed by the Ministry of Education, Caltex 'Fuel Your School' had Caltex pledging a contribution of RM1 for every purchase of RM40 or more at participating Kedah and Terengganu Caltex stations throughout August 2014. Funds generated were channeled towards purchasing materials for classroom projects submitted by eligible fulltime educators.

Winning educators and projects were selected by members of the public via Facebook to receive materials of up to RM5,000 per classroom project. The items requested in the proposals ranged from computer notebooks, projectors, electronic dictionaries, interactive white boards and laboratory equipment, all aimed at igniting interest in the learning of Science, Technology, English and Mathematics (STEM). Of these classroom projects, 90% benefited 'high need' schools, with 50 percent or more of its student population from low-income households.

This year, three schools in Kedah won six classroom projects each. Those schools were SMK Pokok Sena 2, SJK (C) Chio Min 'A' and SK Paya Besar.

"We are ecstatic about winning six projects from the Caltex 'Fuel Your School' campaign this year. Winning this campaign enables us to provide our students with a better learning environment. We are confident that our students will enjoy learning more. We thank Caltex and MyKasih Foundation for this campaign. We hope there will be more competitions like this to help furnish schools with better learning materials," said Tuan Haji Md Zin Abu Bakar, Principal of SMK Pokok Sena 2.

According to Chevron's Policy, Government and Public Affairs Manager, Mokhtar Ali Ismail, the Caltex 'Fuel Your School' community campaign is in line with Chevron's 'Energy for Learning' global initiative which aims to support learning-based programs to help people acquire new knowledge, gain new skills or be exposed to different ways of thinking.

"We are proud and honoured to have been part of this innovative community project and would like to see more schools participating in Caltex 'Fuel Your School'. Based on the good feedback and success of the programme in the past two years, we hope to extend this community effort to more states in the coming years."

Mokhtar said that the commitment showed by educators and students was outstanding and this has always been the key element behind the success of Caltex 'Fuel Your School' community program not only here in Malaysia but also in the other parts of the world.

MyKasih Foundation's role is to ensure the end-to-end integrity of the community campaign, from determining most deserving classroom projects to ensuring materials purchased and funds raised are used strictly for the purpose in which it was intended.



Jom Kita Membaca - SMK Pokok Sena 2.



Future generation of SJKC Chio Min A waiting excitedly for the school to be announced as a winner for the sixth time!



SK Paya Besar won six projects in the bonus round. All would not have been possible without the sound vision of their new Headmaster, Mat Aker.

Q3 Programmes & Activities

MyKasih Foundation's Managing Director, Jeffrey Perera said, "We are delighted to once again work with Caltex to jointly execute this innovative campaign to encourage educators come up with creative and effective methods to promote the teaching of core subjects. In line with our objective of empowering communities through education, this initiative has shown how everyone can work together to create a nurturing learning environment for children."

Other than learning materials given to the winning classroom projects, the Caltex 'Fuel Your School' campaign's fund-raising effort also benefited 15 primary school students of Sekolah Jenis Kebangsaan (Tamil) Kalaimagal in Sungai Petani and 50 primary school students of SK Padang Air in Kuala Terengganu through the MyKasih 'Love My School' student bursary programme.

These students, who hail from low-income households, will each receive an annual bursary worth RM 720 through their MyKasih smartcard, which they can spend on food and drinks at the school canteen, as well as books and stationery items at the school bookstore. Through this bursary scheme, the children will be able to afford basic schooling needs and therefore focus better on their studies.

"We believe that education is the most sustainable way out of poverty, and on that note, we applaud everyone's effort in making the campaign a success and hope that it will continue in the future," added Jeffrey.

Through previous joint fund-raising campaigns with MyKasih Foundation, Caltex has to date reached out to more than 600 underprivileged students from 11 different schools in Perak, Selangor, Pulau Pinang, Johor, Terengganu and Kedah through the MyKasih 'Love My School' programme.



SMK Gong Badak won with their 'I Listen, I See, I Master' project.



The happy winners of Caltex Fuel Your School Terengganu 2014.



The wonderful winners of Caltex Fuel Your School Kedah 2014.

MyKasih student bursary scheme to include public transportation



On 31 October 2014, MyKasih Foundation kicked off a welfare initiative aimed at allowing underprivileged students to go on public transport, such as on buses and the LRT, and pay for the rides using donated funds.

The pilot initiative is an extension of MyKasih Foundation's on-going food aid and student bursary programme, which runs on the MyKad-based MyKasih cashless payment system. The idea behind the scheme is to mitigate some of the rising cost of living, especially for the students' daily commute to and from school. A similar initiative was earlier launched in Iskandar Johor with Perbadanan Pengangkutan Awam Iskandar Malaysia (PAIM) for 100 primary and secondary school students in Pasir Gudang, Johor.

Under this pilot public transport initiative with Prasarana, 50 students in Kuala Lumpur who are currently on the MyKasih 'Love My School' student bursary scheme have each been given an additional RM 60 per month for one whole year to spend on LRT and bus transport.

MyKasih Foundation Managing Director, Jeffrey Perera said, "Transportation is one of the major cost components in a family's budget, especially so for those from low-income households with school-going children who rely on public transport to get to school. We chose to start with students as we feel that we can play a more significant role in ensuring that they attend classes and focus better on their studies without having to worry about pocket money."



A student demonstrating the use of her MyKasih student smartcard to pay for a bus ride.



A student paying for an LRT ride using his MyKasih student smartcard.



The happy students pose with the Prasarana and MyKasih team.

MYKASIH CHILDREN GIVEN AN EDUCATIONAL BOOST THROUGH FREE TUITION



CEO Pengerang Marine, Dato' Captain Rahim (second from right) and General Manager of Langsat Terminal (One), Ahmad Abd Talip, (far right) handing over the mock cheque for tuition programmes to Chief Minister of Johor, YAB Datuk Seri Khaled Nordin (centre).

Extra tutorial classes or tuition have become a norm for students to attend in order to perform well academically in school. However, they come with rather prohibitive fees which families, especially those from low-income households, struggle to cope with.

Recognising that good education and strong academic qualifications provide the best foundation for families to rise out of poverty, MyKasih Foundation works with community partners and donors to provide free tuition for primary and secondary school children of families under the MyKasih programmes.



A volunteer teacher tutoring a student.



Must smile for the camera! Now back to class...

Dialog Group Berhad led the way by supporting a tuition programme in Kayu Ara, Puchong, Batu Caves and Selayang in Selangor, since 2012. Working with community NGOs such as Pertubuhan Perkhidmatan Sosial dan Pembangunan Komuniti Daerah Gombak, Kassim Chin Humanity Foundation, and Pusat Penyayang Kampung Sungai Kayu Ara to coordinate tuition programmes for the MyKasih children, qualified teachers are sourced and paid to ensure commitment and quality lessons are held at convenient venues close to the children's homes.

Other Donor Partners have since followed suit. Langsat Terminals, a wholly-owned subsidiary of Dialog Group Berhad, supports 50 underprivileged families through the MyKasih food aid programme and funds tuition classes for MyKasih children in Taman Cendana, near Tanjung Langsat in Pasir Gudang, Johor.



MyMurid Tuition Programme at Kampung Sungai Kayu Ara.

2014 is the second year that Langsat Terminals has funded tuition programmes for underprivileged primary and secondary students, most of whom will be sitting for their main examinations end of this year.

Last year, two students scored straight 5A's in the Primary School National Examination (UPSR), one scored a straight 8A's in Middle High School Examination (PMR) while another student scored an impressive 6A's in the High School National Examination (SPM).



Puan Magesvari is dedicated to improving the level of education to her students in Batu Arang.

"We are pleased with the students' achievements in 2013 and we hope that through this tuition programme, more students from the low-cost flats of Taman Cendana will have the opportunity to obtain outstanding results in their national examinations this year," said General Manager of Langsat Terminals, Ahmad Abd Talip.

This year, Langsat Terminals donated RM 26,000 for tuition classes for twenty five students sitting for their UPSR examinations. Their results will be announced at the end of November 2014.

Linaco Group is another MyKasih donor who currently supports 65 poor families in Kota Bahru, Kelantan, Perai in Penang, as well as Batu Arang and Klang in Selangor, through the MyKasih food aid programme. In addition to the food aid sponsorship, Linaco also provides opportunities and assistance for selected needy students to excel in their studies, such as sponsorships of tuition programmes, camps and seminars.

Working with established tuition centres, Linaco sponsored tuition for four Batu Arang students covering core subjects such as English, Bahasa Malaysia, Tamil, Science and Mathematics at a cost of RM 12,000 per annum. Out of the four students, two are in Years 1 and 2 of primary school, while the remaining two are in Forms 1 and 5 of secondary school.



Puspa is an illiterate 13 year old determined to better herself. She hopes to be a boutique owner one day.

Linaco Group's CSR Strategist, Mavis Cheow said, "Education is a very powerful tool to overcome poverty for good. We are happy to be able to give the children's learning abilities a boost by sending them for tuition classes, English camps and educational seminars. The students' positive progress has been very motivating and we are especially pleased that their parents are also showing interest in their academic achievements."



Tuition classes for students in Kampung Sungai Kayu Ara.



The tuition centre in Batu Arang where the students attend their tuition classes.

A *Giant* DONATION DRIVE

In conjunction with the fasting month of Ramadhan Al-Mubarak, all 126 Giant outlets under GCH Retail (M) Sdn Bhd nationwide organised a donation drive where it encouraged customers to help those in need through food donations.

Collection boxes were placed at strategic locations within the outlets where customers were able to drop off essential food items which they had purchased to be donated to the poor.

In August 2014, a total of 9,442 food items were brought to 17 Giant outlets which served as collection centres in each state and distributed to local community NGOs who are partners of MyKasih Foundation. The donated foodstuff included rice, cooking oil, biscuits, sugar, dried noodles, beverages, and canned foods.

During the main handover ceremony held at Giant Hypermarket in Bandar Kinrara, Puchong, GCH Retail (M) Sdn Bhd General Manager, Norine Majaman said, "We

are pleased to be able to extend our support to MyKasih Foundation by encouraging our customers to help the less fortunate living in the neighbourhood."

"We hope that these kind gestures by Giant customers will bring some joy to the recipient families, especially with the Hari Raya Aidilfitri celebrations coming up," added Norine.

Giant was the first hypermarket chain in Malaysia to join hands with MyKasih Foundation as a retail partner. As Malaysia's market leader in the grocery retail industry, Giant's strategically-located outlets nationwide support the MyKasih 'Love My Neighbourhood' food aid programme which serves MyKasih beneficiaries who come from urban and suburban low income households – typically families with children and other dependents. Starting with Giant's outlet in Bandar Kinrara, Puchong, in July 2009, 63 of Giant's outlets now serve welfare beneficiaries under the MyKasih food aid programme.



Giant Kedah handing over the donated items to House of Hope and Persatuan Pembangunan Insan 1 Malaysia Daerah Kuala Muda Kedah.



President of Rotary Club Kota Melaka receiving the donated items from a Giant representative.



Lions Club of Kota Bharu receiving the donated items from a Giant representative.



Rotary Club of Segamat receiving the donated items at Giant Segamat.

MALAYSIA TATLER AND ANYA HINDMARCH AUCTION BAGS FOR CHARITY



The students of SJK (Tamil) Ladang Sungai Choh, Rawang pose with their MyKasih student smartcard.

60 primary school students of SJK (Tamil) Ladang Sungai Choh in Rawang, who come from poor family backgrounds, began receiving their student bursary allowance in June 2014 under the MyKasih 'Love My School' programme.

The 'Love My School' programme operates on a cashless payment system whereby student beneficiaries are able to spend daily on food and drinks at the school canteen, as well as books and stationery items at the school bookstore, using their MyKasih student smartcard to make the purchases.

The assistance, in the form of an annual bursary worth RM 720, is channeled through their MyKasih smartcard which the students tap on designated card readers installed at the school canteen and bookstore. Through this bursary scheme, the children need not worry about not being able to afford basic schooling needs and can therefore focus better on their studies.

This project was made possible by prestigious British fashion brand, Anya Hindmarch. In conjunction with their 10th year anniversary, Anya Hindmarch collaborated with Malaysia Tatler in September to organise a charity luncheon at the Shangri-la Hotel Kuala Lumpur in aid of the United Nations Children's Fund (UNICEF) and MyKasih Foundation.

Compassionate socialites, namely Datin Hasnoradiah Abu Hassan, Datin Lee Nai Yee, Datin Mina Cheah Kim Choo, Datin Jaime Chan Shu Mee, Datin Hasnorliza Abu Hassan, Mariam Teh, Shireen Sharmani Kandiah, and Dr Becky Leogardo, were more than willing to contribute to the cause by purchasing the bags put up for auction.

MyKasih Foundation received a total contribution of RM 45,000 from the initiative which will support the 60 students of SJK Ladang Sungai Choh for one year through the bursary programme.

MyKasih Foundation Managing Director, Jeffrey Perera congratulated Soo Shea Pin, Managing Director of Anya Hindmarch Malaysia, on its 10th year anniversary celebration and expressed his deepest thanks and heartfelt gratitude to both Anya Hindmarch Malaysia and Malaysia Tatler for selecting MyKasih Foundation as a beneficiary of the special charity luncheon.

"In light of the rising cost of living, the cost of educating children has also added to the financial burden faced by low-income households. Through the 'Love My School' programme, we hope that the children can focus on their studies now that most of their school needs have been met," said Jeffrey.



Some of the bags that were put up for auction.

A MOMENT WITH THE CHAIRMAN



MyKasih Foundation Chairman and Co-Founder Tan Sri Dr Ngau Boon Keat talks about the childhood memory that led to his vision of ending hunger using technology.

The beginning of my family's philanthropy.

I grew up having experienced hunger and seeing my family struggle during the Chinese Revolution. The communist regime's land reforms rendered landowners like us landless and we, along with many others, suffered torture and starvation.

We survived out of the kindness of our neighbours, who secretly left food outside their homes for my family. I fled from China at the tender age of 10, and through education and sheer hardwork, made my mark in the oil and gas industry.

It was this life-saving childhood memory that led me to create the 'Love My Neighbourhood' food aid programme when my wife and I set up MyKasih Foundation just 5 years ago. The foundation's mission is straightforward – to feed and educate the poor. The objective of the food aid programme is to meet the immediate needs of families struggling with poverty by ensuring that there is food on the table. Education, on the other hand, is what will get those families out of poverty, just like what it did for me.

Revolutionising welfare management: From family philanthropy to strategic corporate philanthropy.

MyKasih Foundation started out by providing food aid to 25 low-income families and has now reached out to 193,337 families nationwide in just five years. That is an impressive outreach, given that the Foundation has about 20 staff based in Kuala Lumpur who can only be mobilised when charity funds are available.

The innovative technology which runs the MyKasih food aid programme is the most exciting component of the outfit. ePetrol Services, a wholly-owned subsidiary of Dialog Group Berhad, developed a sophisticated solution based on the smart chip technology of the Malaysian national identity card, the MyKad, enabling the MyKad to function as a payment instrument, much like a debit card.

This technological solution is the DNA of the MyKasih cashless payment system, where welfare aid is channelled to the poor directly through their MyKad account. The sponsored food aid recipients are then able to go to any participating retail outlet within their neighbourhood, choose essential items based on a list of approved product categories, and pay for them using their MyKad without any physical cash exchanging hands.

DIALOG consigned the MyKad technology to MyKasih Foundation to allow it to be used by philanthropic organisations for welfare purposes without any licensing fees imposed. This is our example of impact investing – doing public good with the resources we have.

What is also appealing to donors of MyKasih Foundation is how efficient and transparent the system is in accounting for how their funds are being utilised.

A MyKad-based system means that charity funds are delivered in a targeted and cashless manner directly to rightful recipients. The MyKasih system has controls in place which tracks the funds in terms of how it is being used and provides the necessary audit trails for governance. A barcode feature ensures that only approved items are purchased, eliminating potential abuses.

Democratizing philanthropy through innovative technology and smart partnerships.

The MyKasih programme has made it possible for the general public to give back. Even individuals can adopt poor families to feed.

Other than money, individuals and corporations can also donate their time, energy, ideas, expertise, and even reputation to bring people together to build collaborations and create awareness on pertinent issues such as poverty.

MyKasih Foundation works on the basis of smart partnerships with other like-minded organisations such as the Lions Clubs and Rotary Clubs. We offer our platform to be used by others who share the same social objectives as us.

I hope to inspire people to understand the MyKasih system and come on board the charity bandwagon to help make hunger a problem of the past.

Philanthropy's evolving role: From a MyKasih Foundation standpoint.

MyKasih Foundation is playing its role in channelling donor funds in the form of cashless welfare aid to targeted low-income households nationwide. Continued public and private sector support ensures that this welfare innovation delivers what it was built to do, to the people who need it most.

The MyKasih cashless payment system is versatile enough to manage multiple assistance programmes off a single MyKad account.

We have showcased the system for food aid and educational bursaries under the MyKasih 'Love My Neighbourhood' food aid and MyKasih 'Love My School' student bursary programme.

Recently, we have expanded the scope of the MyKasih system beyond food aid and student bursaries to also include cashless payments for fuel, medical treatments and public transportation.

Essentially, the MyKad account becomes the one main subsidy account which low-income households can use to access multiple welfare products or services.

This is a system that has already been up and running for five years, tested in both urban and rural areas, and even in Indonesia! It is being used by the Ministry of Urban Wellbeing, Housing and Local Government, the Johor and Sarawak State Governments, as well as Zakat in Selangor and Melaka for their respective welfare programmes.

In fact, governments all over the world can leverage on this technology for its own public administration or welfare initiatives.

MyKasih Foundation received an award during the Commonwealth Association for Public Administration and Management (CAPAM) 2010 conference in the Republic of Malta for the innovative use of the national identity card, MyKad, in the disbursement of welfare aid. The association represents an international network of 1,100 senior public servants, heads of government, leading academics and researchers from over 50 countries across the Commonwealth.

It is my vision to see the MyKasih welfare management system imprinted as a transparent and cost-effective conduit for aid to be channelled to rightful recipients and used for its precise intended purposes all over the world.


MyKasih
CHARITY GOLF 2014



Despite a delayed tee-off due to heavy rains earlier in the day, 39 flights comprising of 156 golfers played their game at the Glenmarie Golf & Country Club's Garden and Valley courses in the afternoon of 16 August 2014. The tournament raised RM 719,883 through flight sponsorships and cash donations, surpassing last year's fund-raising achievement of RM 486,666.

In appreciating the support towards the fund-raising event, MyKasih Foundation Chairman, Tan Sri Dr Ngau Boon Keat thanked the sponsors during the prize-giving dinner ceremony and explained that the proceeds from the charity golf tournament will go towards the running of the MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme for underprivileged communities in Malaysia.

The MyKasih charity golf tournament is one of the Foundation's most significant annual fund-raising events. It also presents a great opportunity for Donors and Partners to be updated on the activities of the Foundation and network in a relaxed and jovial environment.

The highlight of the evening was the announcement of the tournament winners by Organising Committee member Dato' Captain Hj Abdul Rahim Bin Abd Aziz. The winners were:-

- Medal A category – Michael Wong
- Medal B – Vincent Poon
- Ladies – Puan Sri Jean Ngau
- Nearest to Pin – Dato' Liaw Choon Liang, Lai Kah Chung and Hamishunizam.
- Nearest to Line - Yeoh Su Wei
- Bull's Eye – Dr Noor Azmi Mat Adenan and Loganathan Ramamirtham

Unfortunately, no one picked up the Hole-In-One grand prize, which was 25,000 DIALOG shares worth RM 44,500.

More than 90 lucky draw prizes were given out that night, which also included a Sharp Aquos LED TV as the main lucky draw prize.



LIST OF DONORS FOR MYKASIH CHARITY GOLF 2014.

Alliance Bank Malaysia Berhad	Pantech (Kuantan) Sdn. Bhd.
AmBank (M) Berhad	Penta-Ocean (Malaysia) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	Perisai Petroleum Teknologi Berhad
Bright Sun Engineering Sdn Bhd	Petroseis Sdn Bhd
Calreno Sdn Bhd	Vincent Poon Kean Choy
Car n Company Sdn Bhd	Port Klang Authority
CBH Engineering Sdn Bhd	Prima Bersatu Sdn Bhd
CIMB Bank Berhad	Public Bank Berhad
ConocoPhillips Malaysia	Raharta Corporation Sdn Bhd
CTC Global Sdn Bhd	Responsive Hub Sdn Bhd
DBS Bank Ltd, Labuan Branch	RHB Bank Berhad
Dialog Group Berhad	RHB Investment Bank Berhad
Eastern Solder Engineering & Construction Sdn Bhd	RM Leopad Sdn Bhd
Econsave Cash & Carry Sdn Bhd	ROC Oil Malaysia (Holdings) Sdn Bhd
Exim Bank Berhad	Rushoe Enterprises Sdn Bhd
Fast Global Link Services Sdn Bhd	SA Architects Sdn Bhd
GCH Retail (M) Sdn Bhd	SC Oilfields & Logistics Sdn Bhd
Halliburton Energy Services (M) Sdn Bhd	Sime Darby Rent-A-Car Sdn Bhd
Heng Hiok Boon	Soon Yang Chemicals Sdn Bhd
HSBC Bank Malaysia Bhd	Standard Chartered Bank Malaysia Berhad
Hup Chuang Lee (M) Sdn Bhd	Sunway REIT Management Sdn Bhd
John Henry Thornton	Talisman Malaysia Limited
KASI (Malaysia) Sdn. Bhd.	Tan Lek Lek
Kertih Terminals Sdn Bhd	TEC Engineering Sdn Bhd
Lembaga Pelabuhan Johor	Techcon Engineering & Construction
Linaco Resources Sdn Bhd	Teganas Sdn Bhd
Malayan Banking Berhad	Tempcool Engineering (M) Sdn Bhd
Malayan Flour Mills Bhd	The Store Corporation Berhad
MS Jaya Engineering Sdn Bhd	Toh Chee Seng
MS Time Sdn Bhd	Translift Sdn Bhd
Ngau Wu Wei & Ngau Sue Ching	Westports Malaysia Sdn Bhd
NSS Infracore Sdn Bhd	William G P L/Rosamu
OCBC Bank (Malaysia) Berhad	Zainab binti Mohd Salleh







WITH LOVE FROM TENNESSEE THE GOULD FAMILY GIVE TO CHARITY AND SCORE A HOLE-IN-ONE



Paul Gould handing over the mock cheque to Tan Sri Dr. Ngau Boon Keat during the MyKasih Charity Golf 2014 prize-giving ceremony.

During the MyKasih golf dinner event, Paul and Patricia Gould presented MyKasih Foundation with their annual donation of RM 30,000. This is the third time the Gould family had contributed in support of MyKasih's cause.

As good karma would have it, Paul Gould later shared that his son Parker had hit a Hole-in-One on 8 September 2014 at the Village Links Golf Club in Plymouth, Massachusetts, using a 9-iron on the 130-yard hole and a MyKasih golf ball, witnessed by Parker's brother, Patrick.



Parker Gould posing with his lucky MyKasih golf ball after he hit the Hole-in-One in September 2014.

The two brothers were on vacation together to celebrate the completion of their Master's Degree. Parker graduated from the Massachusetts Institute of Technology (MIT) with a Masters in Electrical Engineering. He will proceed to get his Doctorate degree at MIT in the same field. Patrick graduated with a Masters in Professional Accounting from the University of Texas. He accepted a position with KPMG in Dallas to begin his career.

CHEQUE CONTRIBUTION BY MYNEWS.COM CHARITY

Bison Stores Sdn Bhd, through their myNEWS.com brand's philanthropic arm myNEWS.com Charity, donated RM 5,000 to MyKasih Foundation in August 2014 in support of its efforts.

Bison Stores' Marketing Representative, Cindy Ho, met with MyKasih Foundation Managing Director, Jeffrey Perera at the MyKasih Foundation office to present the cheque.

"myNEWS.com Charity makes regular donations to various non-profit organisations. The funds are donated by our valued customers who put loose change into our donation boxes which are placed at every myNEWS.com outlet nationwide.

"We are happy to learn that these funds will go directly to low-income families and hopefully make a difference in the lives of the less fortunate," said Cindy.

"We thank myNews.com Charity for the support and for choosing MyKasih as the beneficiary of this fund," said Jeffrey.



Jeffrey receiving the mock cheque from Cindy.

MYG2U DONATES PROFITS EARNED TO MYKASIH FOUNDATION

MyKasih Foundation was given the opportunity to collaborate with 'Gifts to Give', a charity online website, developed by FR Global Resources to enable members of the public to purchase 'Back-To-School' items for the Orang Asli school children of Kampung Pian in Krau Valley, Pahang.

Donors had the choice of purchasing individual school items from as low as RM 2 or a complete package worth RM200, comprising a set of school uniforms, a pair of shoes, two pairs of socks, three bottles of shoe whiteners, a school bag, a box of pencils, a box of colour pencils, a pencil case, a water bottle, a lunch box and a raincoat.

"There is no minimum quantity for purchases, therefore members of the public can do their part and contribute to those in need based on what they can afford," said FR Global Resources Managing Director, Quah Eng Chean.

The two-month 'Gifts to Give' campaign, which was conducted from December 2013 to end January 2014, managed to acquire 123 full sets of school packages as well as various other loose items. In addition to that, FR Global Resources had pledged to give a percentage of the profits to MyKasih Foundation for items purchased for the Kampung Pian Orang Asli project.

On 19 August 2014, MyKasih Foundation Trustee, Siti Khairon received a cheque on behalf of the Foundation valued at RM 1,160 from FR Global Resources to commemorate the honoured pledge.

"We thank FR Global Resources for their philanthropic efforts in building the charity online portal and providing an opportunity for the public to do their part in reaching out to underprivileged communities. We wish 'Gifts to Give' and FR Global Resources all the very best and look forward to more interesting and creative collaborations," said Siti Khairon.



Siti Khairon receiving the mock cheque from FR Global Managing Director, Quah Eng Chean.



Cares for Our Children

provides nutrition aid worth RM1 million to MyKasih children



Shaklee addresses the nutritional needs of the underprivileged through the 'Shaklee Cares for Our Children' project.

On 14 October 2014, Shaklee Products (M) Sdn Bhd (Shaklee Malaysia) pledged more than RM 1 million in the form of a nutrition supplement drink (Meal Shakes), for 2,000 MyKasih families with children aged between 5-12 years. The products will be distributed by Shaklee Malaysia to the first batch of 1,000 families for six consecutive months, followed by the second batch of 1,000 families for another six consecutive months.

This announcement was made at Desa Sri Temuan in Damansara Perdana, Selangor during a ceremony to mark the launch of Shaklee's community relations project called 'Shaklee Cares for Our Children' which is an extension of Shaklee Cares, a corporate social responsibility programme incepted by Shaklee Corporation in 1992 after the devastation of Hurricane Andrew in South Florida, USA.

In conjunction with the launch, Shaklee Malaysia also gave out 5,000 Meal Shakes to a separate group of 5,000 MyKasih families (one Meal Shake canister per family). This contribution, the first for 'Shaklee Cares for Our Children' project, is Shaklee's way of supporting the MyKasih Foundation 'Love My Neighbourhood' food aid programme. With many of these families living in poverty, nutritional needs are hardly ever met, leading to health problems affecting mostly the children.

"Nutrition is a vital part of a child's growing and developing years. Therefore it makes perfect sense to collaborate with the Foundation to ensure that these children remain healthy so that they can attend school and stay on track with their education. This is a very important factor if they want to free themselves and their families from the poverty trap," said President of Shaklee Malaysia, Victor Lim.

In commending the charitable effort by Shaklee Malaysia, MyKasih Foundation Trustee, Siti Khairon, hopes that many other organisations and even individuals would step forward to help those in need through the Foundation.

'Shaklee Cares for Our Children' was officiated by President of the Malaysian Council for Child Welfare, Tan Sri Datin Paduka Seri Hajjah Zaleha Ismail. The event was attended by approximately 300 guests which included MyKasih families, staff and distributors from Shaklee Malaysia.



Left to right: President of Shaklee Malaysia, Victor Lim; President of the Malaysian Council for Child Welfare, Tan Sri Datin Paduka Seri Hajjah Zaleha Ismail and MyKasih Foundation Trustee, Siti Khairon.



The 19 graduates from Miri, Sarawak posing for a group photo with their coaches.

19 food aid recipients join the M.A.D. alumni

On 12 October 2014, 19 participants from Miri, Sarawak, celebrated their graduation from the MAD Programme sponsored by Mubadala Petroleum under their umbrella Entrepreneurship and Empowerment (EE) Programme series.

The happy participants performed cultural dances and shared their success stories during the meaningful occasion. The participants beamed with pride upon receiving their graduation certificates from Mubadala Petroleum Assistant Manager of Communications, Norbazrina Yazid, who was present that day.

"I can see that this certificate and ceremony means so much to the graduates. It will always remind them that it is possible for them to achieve their dreams. The sharing sessions tugged at my heartstrings. It is inspiring to witness their success and to see how strong and positive they have become!" said Ms Yazid.

When the EE programme commenced in May 2014, the 19 participants pledged to achieve a total target income of RM 24,800 from the programme. During the graduation ceremony in October, Lead Coach, Sharmini Hensen, announced a RM 27,713 achievement and declared the EE Programme a success!



The graduates performing a traditional Kenyah dance during the ceremony.

The table below shows the groups' achievements:

Group Name	Initial Declaration	Final Income Generated
1. AZAM	RM8,800	RM9,303
2.SINAR	RM8,400	RM12,200
3.BERANI	RM7,600	RM6,210
TOTAL	RM24,800	RM27,713

"The participants need to remind themselves, and more importantly, believe that good things can happen to them. Organisations like MyKasih Foundation and Mubadala Petroleum genuinely care about their wellbeing and are willing to invest in their growth and learning," said Sharmini.

"These ladies are really skilled in making handicrafts and I hope they will be able to go out there and create a market for their products," she added.



The participants receiving graduation certificates from Mubadala Petroleum Assistant Manager of Communications, Norbazrina Yazid. Their happy faces say it all.

Deloitte. cleans up for Impact Day



Happy faces of Deloitte volunteers and SK Bukit Lanjan's community.

In conjunction with Deloitte Malaysia's annual Corporate Social Responsibility (CSR) event, called 'Impact Day', over 100 Deloitte Malaysia employees came together to conduct a *gotong-royong* clean-up activity at Sekolah Kebangsaan Bukit Lanjan (Asli) in Damansara Perdana, Petaling Jaya on 29 August 2014.

A majority of the indigenous Orang Asli primary students of SK Bukit Lanjan are beneficiaries under the DIALOG-sponsored MyKasih 'Love My School' student bursary programme.

In the spirit of *Merdeka* (Independence Day) the Orang Asli students decorated their school grounds in swathes of *Jalur Gemilang* (the Malaysian flag) to welcome Deloitte's volunteers.

The Deloitte volunteers organised a treasure hunt and held colouring activities with the students centred on Malaysian icons like the *Jalur Gemilang* and the Hibiscus (national flower) as well as fun cartoon characters. At a separate area within the school grounds, the Deloitte volunteers repainted classrooms, exterior walls and gave iron grills fresh coats of paint.



Deloitte volunteers painting the exterior of the school walls.



Classroom beautified!

Meanwhile, green-thumbed volunteers shared their gardening expertise in a designated farming area which will later serve as a science project for the students. The students were given practical eco-knowledge on growing fruits and vegetables. Some of the fruits and vegetables planted that day included mangoes, rambutan, star fruit, chillies, four-angled beans, long beans and aubergine. The science project requires the students to care for these plants and later enjoy the fruits of their labour.

In addition to the clean-up activities, Deloitte Malaysia had also donated 21 laptops to the school's computer lab. The Headmaster of SK Bukit Lanjan, Khairul Anwar, was very grateful for the contribution and the activities held that day.

"Prior to this, four students had to share access to one computer during every computer class. Now each of them have a computer to work with. The students are all excited to learn and this has motivated the teachers further to enhance the students' learning experience," said Khairul.

"We cannot thank Deloitte enough for this donation, the much needed clean up activities and the garden patch. We are also grateful to MyKasih Foundation for recommending our school for this event. This has been a truly meaningful project and an impactful experience for all involved," added Khairul.



Colouring activities for the children.

MyKasih Foundation Managing Director, Jeffrey Perera commended the efforts by the Deloitte volunteers.

"Gotong-royong activities are great for team-building. Deloitte Malaysia has shown exceptional leadership and demonstrated employee togetherness in creating a better learning environment for these children from impoverished backgrounds," said Jeffrey.



A Deloitte's volunteer doing a wifie with some of the students.

"We hope that Deloitte will continue to collaborate with MyKasih to organise similar events in the future and inspire other corporations to do the same in terms of giving back to the community. Thank you, Deloitte, for stamping your love on the hearts of these children. With this rejuvenated learning environment, may they be motivated to study harder," ended Jeffrey.

Nizar Najib, Deloitte Malaysia's 'Impact Day' champion, noted that this year's 'Impact Day' is a show of Deloitte's shared values and aspirations to enrich and empower the communities that surround us.



Priceless expressions.

"CSR is very much part of Deloitte's culture. With our efforts centred on youth and education, we certainly hope to lay the foundation for the youths' future by empowering them with a mixture of education, learning and even a bit of fun," said Nizar.



Spirit of volunteerism ON!

Deloitte's 'Impact Day' ended with a prize-giving ceremony for the games and treasure hunt competitions, and the distribution of goodie bags to each student.

Students presented with a pleasant surprise



SK Sri Damai's MyKasih 'Love My School' students were ecstatic to receive such a cool school bag.

Present & Pleasant ('P&P') held their second delivery of BakProtek school bags this year to 38 students of Sekolah Kebangsaan Sri Damai in Section 17, Petaling Jaya, on 16 October 2014. The delivery forms part of P&P's on-going donation campaign, which operates on a 'Buy 1, Donate 1' basis.

The students, who come from low income households and are beneficiaries under the MyKasih 'Love My School' student bursary programme, were very excited to receive their brand new school bags.

The Bakprotek school bag comes with a '3D Spinal Protection' contoured back panel to provide support and ventilation as well as multiple straps to lighten pressure, distribute weight and improve balance. The bags have been designed by chiropractors especially for school children as they need to carry heavy school bags for prolonged periods. Conventional school bags can affect a child's lumbar disc or even spine curvature negatively.



Sakura Wong from MyKasih explains to the students on the correct way to pack and use their BakProtek school bags.

To-date, 118 BakProtek bags have been given to the underprivileged school children of Kuen Cheng High School (80 bags) and Sekolah Kebangsaan Sri Damai (38 bags). The campaign will not only benefit the students from low-income households but also serve to educate the community at large about caring for the children's backs and posture when they carry heavy school books throughout their learning years.

"We thank P&P for their generous contribution of the Bakprotek school bags to MyKasih students under the 'Love My School' programme," said MyKasih Foundation Managing Director, Jeffrey Perera.

P&P has pledged to donate 1,000 school bags through the "Buy 1, Donate 1" campaign. Each bag is priced at RM139 and comes in four colours (black, green, blue and maroon). For more details on the bag and how to purchase, please log on to: www.BakProtek.com or visit their Facebook page, BakProtekBackPack.



Above & below: Priceless expressions of the new owners of the new BakProtek School bags.



ROTARY RECOGNISES GOOD WORK OF NGOS



MyKasih Foundation Managing Director, Jeffrey Perera receiving the cheque from Rotary Club of Tebrau's outgoing President, Yan Siong Cheng.

MyKasih Foundation was one of the nine non-governmental organisation (NGOs) which benefitted from Rotary Club of Tebrau's latest fund-raising efforts, in recognition of the good work these NGOs had carried out in Johor.

Outgoing 2013-2014 President, Yap Siong Cheng, presented the cheques to the representatives of the nine NGOs. MyKasih Foundation Managing Director Jeffrey Perera received the cheque amounting to RM 10,000, which will go towards the MyKasih 'Love My Neighbourhood' food aid programme.

The other NGO recipients were Breast Cancer Support Group the Johor Baru Handicapped and Mentally Disabled Children Association, the Spastic Children's Association of Johor, Persatuan Hospice Ark, Johor Baru Alzheimer Disease Association, Society of St Vincent De Paul, and the Sherun Old Folk Home and Handicapped Centre.

The cheque presentation ceremony was among the highlights of the 26th installation ceremony of the new President and the new board of directors for the Rotary Club of Tebrau, which was held at the Paragon Hotel Johor Baru on Saturday, 9 August 2014.

The event was graced by YAM Tunku Tun Aminah Sultan Ibrahim, the daughter of the Sultan of Johor.

MYKASIH CLASSIFIEDS

Looking for local talent to join your dynamic workforce while giving back to society?

Play your role as a corporate citizen that cares by advertising your organisation's job vacancies to MyKasih welfare recipient families. All it takes is 4 simple steps to give these families an opportunity to break out of the poverty cycle by being gainfully employed.



1

Contact MyKasih Foundation:

info@mykasih.com

or

03-7720 1888

2

You will be given a simple two-page template to describe the job vacancies being offered by your organisation (e.g. age, job position and scope, remuneration, geographical location, etc). Do complete the template and email them to info@mykasih.com

3

MyKasih Foundation will communicate the job offers to MyKasih welfare recipients via SMS blasts and distribution of flyers. Interested candidates will be referred to your organisation for interviews and short-listing.

4

This service to the community is **FREE!** All you need to do in return is notify us when our MyKasih recipients or their household dependents have been recruited by your organisation.

MyKasih Foundation reaches out to the vulnerable 'productive poor' segment of society, i.e. low-income households which earn a monthly combined income of RM 1,500 and below. In addition to food aid, MyKasih hopes to transform communities through education, skills-based training and entrepreneurship, as well as job placements.



Tan Sri Dr Ngau Boon Keat explained, "MyKasih Classifieds is one of our community service initiatives aimed at reducing the recipient families' dependency on food aid. The idea is to help eligible candidates from recipient families become gainfully employed with sound establishments so that they are able to achieve financial independence and improve their family's quality of life".

To-date, twenty MyKasih family members have been given full-time employment in the retail industry as cashiers, customer service executives, sales assistants, as well as in the areas of IT support and security.

“This is a good way for the school leavers to obtain some work experience. I hope companies will support this initiative and work with us to offer a variety of jobs to MyKasih families. In our effort to develop human capital, we hope to improve livelihoods and the overall wellbeing of the nation.”

Tan Sri Dr Ngau Boon Keat

Chairman and Co-Founder of MyKasih Foundation.



Hakim @ Work

The second of three siblings, 19-year old Mohammad Hakim decided to work after completing high school to help lessen his parents' burden of raising the family.

He started out as a shop assistant at a mobile phone shop, earning a paltry salary of RM 500 a month. As a recipient family under the MyKasih food aid programme, Hakim's parents received an SMS notification from MyKasih, inviting recipients to attend job interviews at the Giant Hypermarket in Puchong. Hakim grabbed the opportunity and attended the interview.

Hakim was offered the position of a cashier at one of the Giant hypermarkets near his home which pays more than double his previous salary and with employee benefits. Young and hardworking, Hakim works overtime on some days to earn extra ringgits to add to his savings. Having worked for Giant for a year now, Hakim was able to purchase his own motorcycle and contribute to household expenses.

"I enjoy working in Giant. The working environment is comfortable and my bosses are very helpful. I am truly motivated to work hard and earn money to give back to my parents and at the same time gain financial independence for myself. Thank you MyKasih Foundation and Giant for providing us with this great livelihood opportunity to improve our wellbeing," said Hakim.



&



do good in aid of **MyKasih**



From left to right: DKSH Malaysia Sdn Bhd Senior Key Account Manager, Low You Han; Sri Nona Food Industries Sdn Bhd Business Manager, Sean Siew; GCH Retail (M) Sdn Bhd Director of Corporate Affairs, Roslinda Idrus; MyKasih Foundation Managing Director, Jeffrey Perera; Sri Nona National Sales Manager, Alex Tay.

NONA, a brand synonymous with traditional Malaysian foods such as ketupat (rice cake), oyster sauce, kaya (coconut jam) and other authentic food products, jumped on the charity bandwagon with retail partner GCH Retail (M) Sdn Bhd ('Giant') and held a charity drive in conjunction with this year's month of Ramadhan.

With every pack of Ketupat Nona purchased from 1 July until 31 August 2014, 10 cents was donated to MyKasih Foundation. The campaign raised a total sum of RM 22,271 which was handed over by Sri Nona Food Industries Sdn Bhd's Business Manager, Sean Siew, to MyKasih Foundation's Managing Director, Jeffrey Perera, witnessed by GCH Retail (M) Sdn Bhd's Director of Corporate Affairs, Roslinda Idrus.

"We feel honoured to be able to support MyKasih's initiative in providing for families in need, where the funds are channelled effectively. We are also thankful to Giant

for making this collaboration possible! We will definitely continue to engage in more activities with MyKasih Foundation in the future," said Sean Siew.

Jeffrey expressed his gratitude to both Nona and Giant for their generosity and sensitivity towards the plight of the less fortunate. "A collaborative charity campaign such as this one stands testament as to how businesses can encourage philanthropy within its sphere of influence and bring meaningful difference to the lives of underprivileged families," he said.

The contribution from Nona will support 23 families under the MyKasih 'Love My Neighbourhood' food aid programme for one year. Every ringgit contributed by Nona will be channelled in full to the food aid recipient families, who will be able to shop for monthly provisions at their neighbourhood Giant outlet using their MyKad.

Keeping up with **UMA PUSHPANATHAN**



A devoted wife and mother of two, Uma has been at the forefront of many fundraising and community activities for the underprivileged through her involvement with MyKasih Foundation and the Lions Club. As a member of MyKasih's Advisory Council since 2010 and a member of Lions Club since 1979, she draws on her extensive network and experience to bring valuable and beneficial programmes to the underprivileged in Kuala Lumpur.

1. What are your personal thoughts on MyKasih and the programmes they run?

The MyKasih food aid programme is one that does not take away the recipients' self-worth. The recipients have a choice in choosing grocery items that they need and not what others assume they require. Also, because the system implemented in this programme is discreet by making use of the MyKad for purchasing items, their neighbours are unable to know that they are receiving charity therefore preserving their dignity in the eyes of the community.

The financial literacy programme is a brilliant addition to the programme as recipients are taught how to manage their finances better and also have a better idea of what financial aid programmes are available in the market.

The skills training programme under MyKasih is a great initiative as the recipients are able to earn extra money for their families in a sustainable manner.

The 'Love My School' programme is such a great programme as it lessens the parents' burden in providing for school-going children. The student will hopefully be able to perform better as they will not go hungry during their lessons in school while books and stationery are no longer a worry.

2. Please tell us about the collaborations between MyKasih and Lions Club, of which you are in the forefront.

When MyKasih Foundation Managing Director, Jeffrey Perera approached me on the collaboration between MyKasih and Lions Club of Kuala Lumpur Kiara, I was elated as our Club is always on the lookout for smart partnerships to carry out our CSR projects. Through this collaboration, we have helped MyKasih recruit poor families in various locations and also sent children from MyKasih families to Lions youth camps where I am happy to note, some of them have shown great leadership qualities.

Another major element of our collaboration addresses health issues by conducting free health screenings and cataract surgeries for MyKasih recipients and their family members.

I have also connected MyKasih Foundation with many Lions Clubs in Peninsular Malaysia, Sabah and Sarawak to carry out various programmes.

3. What are your hopes for the future of welfare in Malaysia?

My hope is for more organisations to come forward to organise or support other organisations that conduct meaningful CSR programmes to lower if not eradicate poverty in the country. CSR programmes that give dignity to the underprivileged.

4. Are you involved in any other charity initiatives other than MyKasih?

As a member of Lions Club Kuala Lumpur Bukit Kiara, I have initiated and organised the provision of dinner boxes to those in need in Brickfields, Kuala Lumpur every Monday to Friday for the past 10 years. I also work with private eye hospitals and clinics, where eye screening and surgeries are carried out when necessary.

Apart from MyKasih Foundation and Lions Club, I also work with an NGO called Book Haven to distribute books to schools located in rural areas and orang asli villages.

5. How do you spend your free time?

Most of my time is spent attending meetings and brainstorming for future projects to help ease the burden of those in need but when time permits, I love going to the theatre and performances by local artistes. Otherwise, I enjoy spending time with my family and going away on holiday with them.



Lions Club of Kuala Lumpur Bukit Kiara bringing cheer to MyKasih children from Lembah Subang.



A Lions Club member conducting an eye examination for a MyKasih in Puchong.



LPPKN assisted during the health screening in Wangsa Maju.



MyKasih officers posing with Uma after a successful health screening event for MyKasih recipients in Wangsa Maju.



MyKasih recipients from Lembah Pantai undergoing the free health screening project by Lions Club and MyKasih Foundation.



The happy MyKasih children going for the YES Camp in 2011.



National Kidney Foundation is another regular at health screenings conducted by Lions Club of Kuala Lumpur Bukit Kiara.

♥ Ways To Contribute

YOU CAN

MAKE A DIFFERENCE

CORPORATES

Sponsor a MyKasih community and adopt families today! Create a positive impact in your neighbourhood through food aid and rehabilitation programmes.

INDIVIDUALS

Donate generously and support our community programmes and activities geared towards improving the quality of life of MyKasih families.

VOLUNTEERS

Donate books, clothes or give your time. Be involved and make a difference in the lives of the less privileged.

Join us today! Contribute to MyKasih Foundation and make a difference in your neighbourhood.

All donations received will be deposited directly to MyKasih Foundation and held in trust. MyKasih Foundation will oversee all expenditure and disbursements to ensure that your funds are used strictly for their intended purposes.

Donations can be made via:

1 CHEQUE

Payable to "MyKasih Foundation" to:
MyKasih Foundation
DIALOG TOWER, No. 15,
Jalan PJU 7/5, Mutiara Damansara,
47810 Petaling Jaya,
Selangor Darul Ehsan,
Malaysia.

Please provide the following particulars on the reverse side of your cheque:-

Individual Donor

Full Name, I/C or Passport Number, mailing address, email address and contact number.

Corporate Donor

Full name of company, company registration number and company mailing address, and details of main contact person.

2 TELEGRAPHIC TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address No.	30, 32 & 34, Jalan SS2/61, 47300 Petaling Jaya, Selangor Darul Ehsan

3 CREDIT CARD

Contributions via credit card (Mastercard or VISA) through our secured website at:

www.mykasih.com

Corporate and individual donors will receive reports which show how their funds have been utilised for the families or students they have adopted under the MyKasih "Love My Neighbourhood" food aid programme or the MyKasih "Love My School" student bursary programme.

For further information, please contact us at info@mykasih.com or +603 7720 1888

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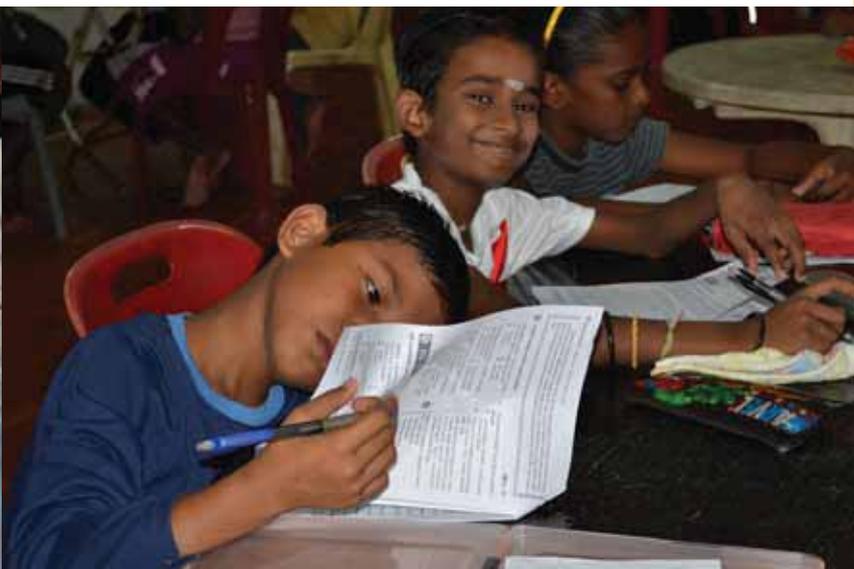
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A Welfare Programme with a Technological Difference

Food
Aid

Providing
essential food items



Education
Workshop

Creating
a brighter future

