



# MyKasih News

A quarterly publication for MyKasih Foundation | Issue 22 | January - March 2018



## The Store

### COINBOX CAMPAIGN BENEFITS 110 FAMILIES

Read full story on page 9...



DIALOG staff spruce up school gardens and classrooms of SK Bukit Lanjan (Asli)

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ISSUE 22 | JANUARY - MARCH 2018

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The Store Group's coinbox collection campaign which raised RM 106,000 kicked off the MyKasih 'Love My Neighbourhood' food aid programme on 16 January 2018 for 110 families in Perak.

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## *Dear Friends,*

**L**ooking back to when we first launched the 'Love My Neighbourhood' food aid programme in December 2008 with 25 families in Selayang, it is remarkable to record that we have since reached out and channelled RM 240 million worth of aid to more than 260,000 families and students in over 400 locations nationwide.

The tremendous support we have been blessed with from donors and partner retail outlets has enabled us to render aid efficiently to low-income households and students in need in a targeted and secure manner.

Our increasing focus on expanding the 'Love My School' student bursary programme in schools, especially for Orang Asli children, is evident in this issue of MyKasihNews.

We have adopted 18 Orang Asli primary schools in Pahang, Kelantan and Terengganu and are now supporting more than 3,700 primary school students with cashless bursaries. We plan to assess other needs in these newly-adopted schools, such as equipping them with IT infrastructure via the 21st Century Classroom Transformation project, so that the students become familiar with technology and can benefit from the latest interactive learning modules.

Meanwhile, the MyKasih 'Love My Neighbourhood' food aid programmes in urban and rural areas continue to be supported by donors such as Bursa Malaysia, The Store Group and GCH Retail Malaysia (Giant). I would like to take this opportunity to congratulate GCH Retail Malaysia on the opening of their new Giant Falim outlet in Ipoh and for their charitable giving to MyKasih in conjunction with the momentous occasion.

Social-purpose organisations like Yayasan Muafakat Pontian and Yayasan Pasir Gudang in Johor continue, for the second and third year respectively, to leverage on MyKasih's cashless welfare distribution platform to render aid to their urban eKasih beneficiaries. These collaborations have given MyKasih recognition from the Johor Menteri Besar during the Digital Johor 4.0 event, where he encouraged others in the private and public sector to adopt a more efficient method of managing welfare via MyKasih.

To keep the outreach momentum steady throughout the year, MyKasih will be holding its eighth annual MyKasih Charity Golf tournament on 18 August 2018 at the Glenmarie Golf & Country Club to raise funds to enable us to conduct various programmes in schools and communities. So, please save the date! My wife and I look forward to a weekend of fellowship for a good cause.

On that note, we thank all of you for your unwavering support. We look forward to a vibrant and meaningful 2018 of service to humanity.

**TAN SRI DR NGAU BOON KEAT**

Chairman and Co-Founder

# Overview of MyKasih

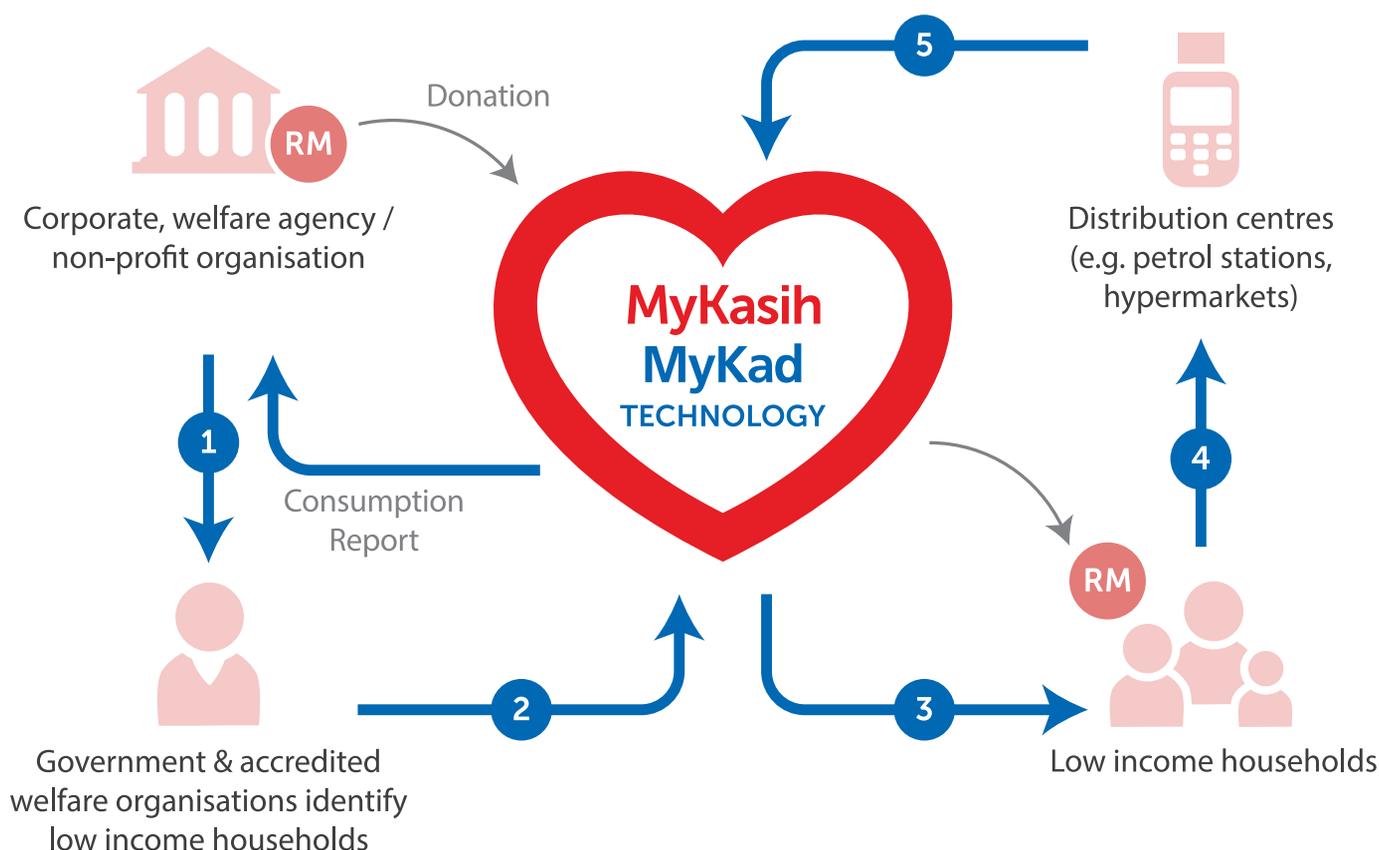
Established in April 2009, MyKasih Foundation is a charity organisation founded by DIALOG's Executive Chairman Tan Sri Dr Ngau Boon Keat and his wife Puan Sri Jean Ngau, to help low-income families through food aid and education regardless of race, religion or descent.

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 DIALOG Innovation Ventures, formerly known as ePetrol 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



## '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

## 'LOVE MY SCHOOL' STUDENT 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.

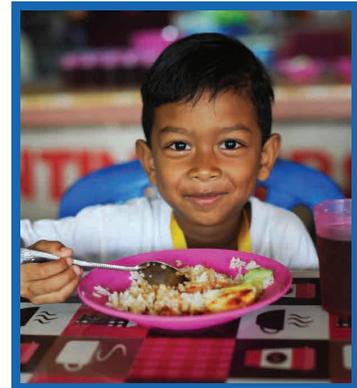
MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit [www.mykasih.com](http://www.mykasih.com).



1 Student selects meal



2 Student taps MyKasih smartcard

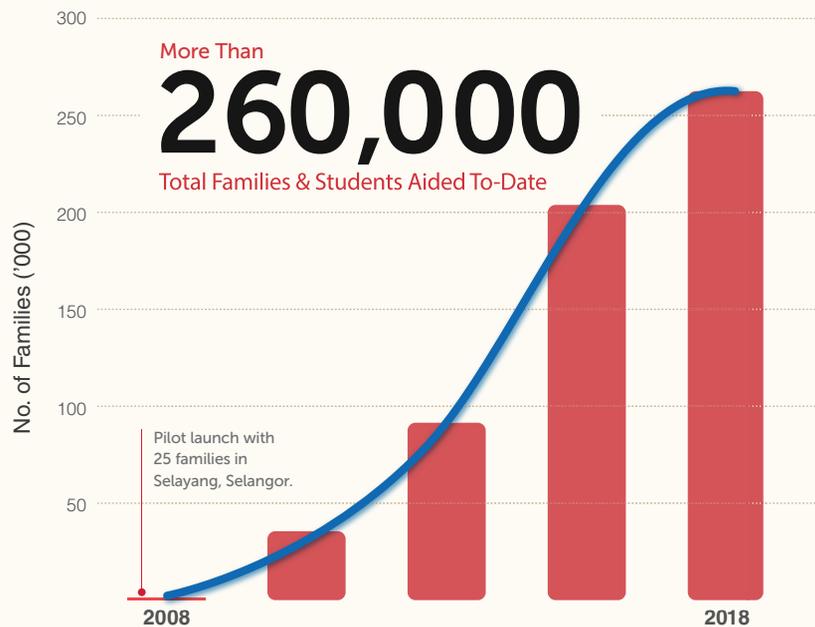


3 Student enjoys his meal



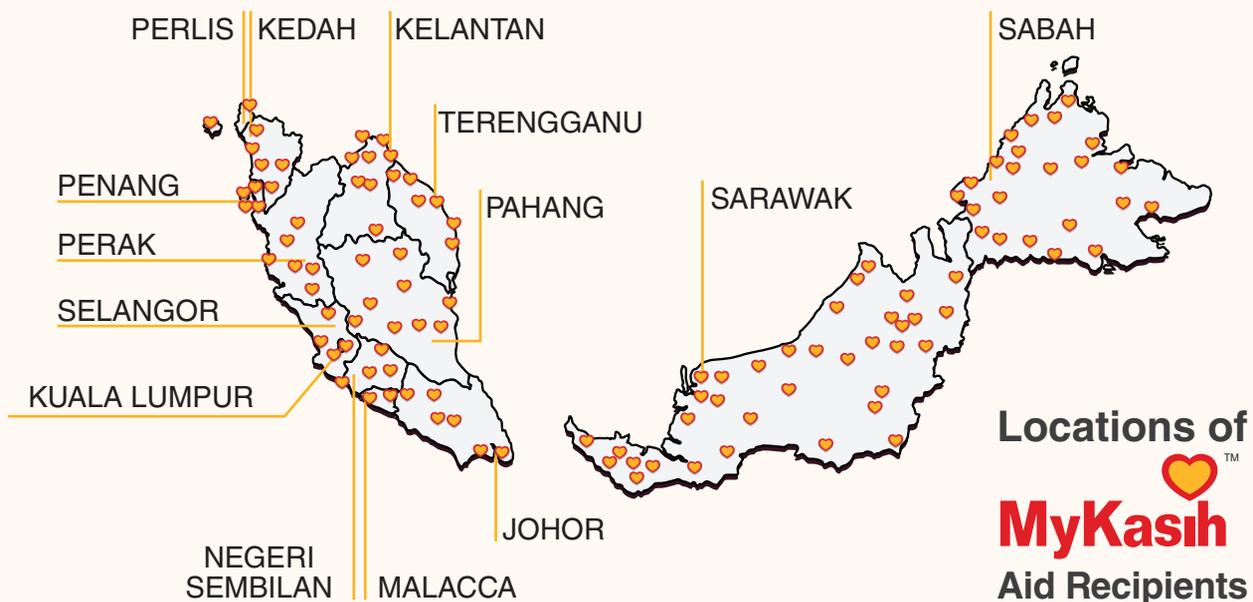
# MyKasih Today

MyKasih started with a pilot project involving 25 families back in December 2008. To-date, we have channeled **RM 240 million** via the MyKasih cashless payment system to more than **260,000 families** in over 400 locations nationwide, out of which, 16,000 are primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.



The scope of the MyKasih system has expanded beyond food aid and student bursaries to include cashless payments for public transportation, fuel, medical treatments and utility bills. Essentially, the MyKad account becomes the single main account to which low-income households can use to access multiple welfare products or services.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor and Sarawak State Governments, as well as Lembaga Zakat Selangor and Majlis Agama Islam Melaka, have been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.





**TAN SRI DR NGAU BOON KEAT**  
Chairman & Co-Founder

creating  
loving and caring  
neighbourhoods  
through food aid  
and education

## BOARD OF TRUSTEES



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NAZARUDDIN**

# Love My Neighbourhood

## Food Aid Programme

Food aid is the first step taken to engage with our targeted communities. Based on the needs and readiness of the community, the food aid is often followed by the Love My School bursary programme and other empowerment programmes.

MyKasih Foundation does not give out assistance to the low-income households on an ad-hoc basis. Instead, we make a long-term commitment to empower the people we help.

Food aid recipients receive a bimonthly allowance, which they draw upon using their MyKad or MyKasih smartcard at participating retail outlets. They are able to choose different brands of essential food items from an approved list of ten product categories.

To guard against abuse, a unique barcode-scanning process at the point-of-sale ensures that only approved items are purchased. Recipients key in their 6-digit PIN when paying with their MyKad or MyKasih smartcard.

Transparency and accountability are traits our donors value when deciding to sponsor our projects.

## 10 DIFFERENT PRODUCT CATEGORIES

MyKasih food aid recipients are from low-income households earning a combined monthly household income of RM 1,500 and below. Under the programme, recipients receive a cashless monthly allowance of RM 80 through their MyKad account, which can be spent on approved essential food items at partner retail outlets from 10 different product categories.



Rice



Cooking Oil



Beverages



Eggs



Flour



Bread



Biscuits



Seasoning



Canned Food



Noodles

# Coinbox campaign benefits 110 families



**The Store**

  
**RM 106,000**  
Raised

---

  
**110**  
Families Supported

Beneficiaries at The Store, Gerik, Perak, load up their trolleys and baskets with approved items which they pay for using their MyKad.

It takes a full day of walking, or a bumpy 3-hour ride on a motorbike, for the Temiar Orang Asli of Kampung Leyef to get to The Store retail outlet in the town of Gerik, Perak. Despite the distance, they gathered bright and early on 16 January 2018 to participate in the MyKasih 'Love My Neighborhood' food aid programme orientation session.

For one year, 110 families from the indigenous communities of Kampung Leyef and Kampung Sungai Papan (the latter village located relatively closer to town), are able to purchase essential food items like bread, rice, oil and milk worth RM 80 per month using their MyKad.

These families are beneficiaries of The Store Group's six-month charity campaign which was held in all of its hypermarkets, supermarkets and departmental stores nationwide, including Sabah. The campaign concluded successfully in September 2017 with a sum of RM 106,000 raised.

Among favourite items picked up during the orientation were cooking oil, biscuits, rice, sugar and tea. Beneficiaries paid using their MyKad for the first time during the orientation. Thereafter, they can go to the Store at any time to make purchases at their convenience.

The proceeds of The Store's subsequent coinbox campaign which ended on 31 March 2018 will be used to support three Perak Orang Asli communities with food aid and two of their community learning centers in Gerik with food and learning materials for a year.



A beneficiary of the food aid brings home her groceries. Many of the Orang Asli in Kampung Sungai Papan, Gerik, Perak, still use materials from the forest to build their home.

**We are truly grateful to The Store Group for choosing MyKasih Foundation as a beneficiary of their coinbox donation campaign. We would also like to extend our deepest gratitude to their patrons who have contributed generously towards the cause which have enabled us to reach out to communities that need our assistance, especially those in the outskirts and in the forest.**

*MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat*

# Supermarket sweep for the Temiar Orang Asli



**RM 89,000**  
Raised



**50**  
Families Supported

MyKasih recipients from Pos Piah proudly wearing their traditional head gear at TF Value Mart, Sungai Siput, Perak.

**5** 0 families are now shopping for monthly provisions at TF Value Mart in Sungai Siput, Perak. The Temiar Orang Asli from a village in Pos Piah are beneficiaries of the MyKasih 'Love My Neighbourhood' food aid programme under Bursa Malaysia.

Bursa Malaysia had organised the Bursa Bull Charge Run 2017 last September and raised more than RM 2 million, which benefitted 34 charitable organisations, including MyKasih Foundation.

Departing from their village as early as 5am on 17 January 2018, the 50 recipients arrived at TF Value Mart to participate in a food aid orientation session. After a quick briefing by a MyKasih officer, the recipients went on an eventful shopping spree – walking the aisles to choose from a variety of products and filling up their carts with food items such as rice, cereal, and nutritious beverages.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his gratitude to Bursa Malaysia for choosing MyKasih as one of the charity organisations to benefit from the funds raised.

“We would like to thank the 1,818 runners who participated in the Bursa Bull Charge Run on 14 September 2017. Your effort made it possible for us to extend our support to this Temiar Orang Asli community living deep in the forest. We look forward to learning more about the needs of the Pos Piah community,” said Tan Sri Dr Ngau.

Following the commencement of the food aid programme, a health screening and financial literacy training will be conducted for the beneficiary families, as part of a holistic approach in improving the wellbeing and livelihood of the Pos Piah community.



The food aid greatly lightens the burden on the elderly who are not able to farm and hunt as much as they used to.

Most of us in the village do not have regular sources of income as we mainly do *kerja kampung* (village work). We hunt and gather forest resources for our daily needs. This food aid helps us tremendously, as we are able to buy things we cannot get from the forest. The elderly, in particular, greatly benefit from this as they are no longer fit to hunt and toil the fields.

Community leader of Pos Piah, Najib Alang

# 245 families aided in Pasir Gudang



YAYASAN PASIR GUDANG

RM 290,000  
Raised

245  
Families Supported

Smart Food Programme beneficiaries waiting for the orientation session to commence at Econsave Kota Masai in Pasir Gudang.

**O**n 3 March 2018, Yayasan Pasir Gudang launched their Smart Food Programme 2018 in Pasir Gudang, Johor. The beneficiaries of the 2018 one-year food aid programme are 245 families from economically-challenged backgrounds, single mothers, people with disabilities, and those inflicted with chronic diseases.

The beneficiaries come from the Pasir Gudang Municipal Council province with monthly household earnings of RM 1,500 and below.

The programme is aimed at helping the beneficiaries cope with the rising cost of goods. Food aid beneficiaries will receive RM 80 every month via their MyKad account to shop for basic provisions at designation outlets such as Redmart, Econsave, and IMCOOP, and pay using their MyKad.

Yayasan Pasir Gudang and MyKasih Foundation have jointly raised the sum of RM 290,000 to aid the 245 families. Nine recipients were also given additional one-off aid to help them manage their chronic ailments.



A recipient keying in her 6-digit PIN to pay for her groceries using her MyKad.

**We are thankful for this opportunity to partner with Yayasan Pasir Gudang to provide financial relief to the 245 families through the MyKasih food aid programme. We hope the beneficiaries and their family members will take good care of their health and take positive steps to improve their economic situation**

*MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat*

# New Giant Falim Hypermarket opens to serve the Ipoh community

As part of Giant's on-going corporate social responsibility partnership with MyKasih Foundation which began in 2009, a contribution of RM 50,000 was made to support 50 families in Ipoh, Perak, through the MyKasih 'Love My Neighbourhood' food aid programme for one year.

The cheque presentation ceremony was held on 9 February 2018 in conjunction with the opening of Giant's new hypermarket in Falim, Ipoh. Present to mark the occasion were Domestic Trade, Co-operatives and Consumerism Ministry (MDTCC) Deputy Secretary General, Dato' Basaruddin Bin Sadali, Dairy Farm Group's Chief Executive Officer, Ian Mcleod, GCH Retail (Malaysia) Sdn Bhd Chief Executive Officer, Pierre Olivier Deplanck, and MyKasih Foundation Deputy Chairman, Jeffrey Perera.

To-date, Giant has contributed a total of RM 1.7 million to MyKasih Foundation, which has gone to support more than 600 families with monthly food aid and 1,200 students in 20 primary schools with cashless bursaries.

MyKasih beneficiaries are from low-income households earning a combined monthly household income of RM 1,500 and below. Under the programme, recipients receive a cashless monthly allowance of RM 80 through their MyKad account, which can be spent on approved essential food items at partner retail outlets.

Beneficiaries can choose from ten different product categories and a variety of brands – ranging from rice, cooking oil, beverages, eggs, flour, bread, biscuits, canned food, seasoning and noodles.

Deplanck said, "We are pleased to be able to give back to the community wherever we operate. Given the focus of



Dairy Farm Group's Group Chief Executive Officer, Ian Mcleod (in white) presenting the cheque contribution to MyKasih Foundation Deputy Chairman, Jeffrey Perera (in red), witnessed by Domestic Trade, Co-operatives and Consumerism Ministry (MDTCC) Deputy Secretary General, Dato' Basaruddin Bin Sadali (third from right) and GCH Retail (Malaysia) Sdn Bhd Chief Executive Officer, Pierre Olivier Deplanck.

our corporate responsibility programme to reach out to lower-income households, we have chosen to partner with MyKasih Foundation as they have an innovative way of delivering assistance effectively to those in need."

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, thanked Giant for their long-standing support, both as a retail partner and a donor to MyKasih.

"We appreciate Giant's sensitivity towards the plight of economically-challenged households in communities where they operate and we are deeply honoured to be able to serve as a partner in implementing their corporate responsibility programmes," said Tan Sri Dr Ngau.

**Giant**

RM 50,000  
Donated

50  
Families Supported

Today, eight years since our collaboration with MyKasih Foundation began, 74 Giant outlets nationwide, including those in Sabah and Sarawak as well as the new Giant Falim, serve beneficiaries on the cashless MyKasih food aid programme.

GCH Retail (Malaysia) Sdn Bhd Chief Executive Officer, Pierre Olivier Deplanck



Deplanck poses with MyKasih beneficiaries.



Guests witnessed a lion dance, which the Chinese believe wards off evil spirits.



MyKasih beneficiaries making memories on stage.



Mcleod (in white) hands out *ang pous* (red packets) to MyKasih beneficiaries.

# Grannies Groceries goes cashless



**MyKasih**

**RM 6,000**  
Raised

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**27**  
Artisans Supported

Reita Rahim, Gerai OA's fulltime volunteer, arranges groceries to be given out to the elderly artisans.

**G**erai OA (short for Gerai Orang Asal) is a nomadic, volunteer-run stall which sells handicrafts made by the Orang Asal (OA), the indigenous minorities of Malaysia.

Gerai OA's craftspeople are women and elders from various ethnic minorities including the Orang Asli of Peninsular Malaysia (Mah Meri, Semai, Semelai, Jah Het, Jakun, Temiar & Temuan), the Orang Ulu of Sarawak (Bidayuh, Penan, Kenyah & Lun Bawang), and the Anak Negeri of Sabah (Rungus & Dusun).

In the course of collecting handicrafts from the villages once every three to four months, Gerai OA's coordinator, Reita Rahim, also delivers supplementary food aid packs, fondly called 'Grannies Groceries', to elderly artisans or those with traditional knowledge, as an appreciation for their intellectual contribution and as a form of aid, since most elder artisans are no longer able to craft for a living.

This year, Gerai OA's Grannies Groceries programme has gone partially cashless through the MyKasih 'Love My Neighbourhood' food aid programme. Reita's MyKad has been activated to enable her to purchase essential food items using donations which have been made towards the Grannies Groceries cause.

A typical Grannies Groceries pack would contain rice, cooking oil, soy sauce, flour, coffee/tea powder, sugar, creamer or condensed milk, vegetable crackers, canned sardines, and cleaning essentials like dishwashing paste and sponge.

Gerai OA has been regularly supported by MyKasih over the years through invitations for Gerai OA to set up a pop-up stall at MyKasih's charity shows and events.

27 elderly indigenous artisans are now supported through the MyKasih's 'Love My Neighbourhood' cashless food aid programme.



Reita shops for approved items under the MyKasih "Love My Neighbourhood" programme at Giant Kota Damansara for Gerai OA's elderly artisans.



Gerai OA volunteer manning a pop-up stall during "MalaysiaKu" a neighbourhood celebration event at Jln Bangkong, Bangsar in Kuala Lumpur back in 2015.



Temiar artisans Tata' Along (80s, left) and his son Amar (60s), of Kg Peralong, Gua Musang in Kelantan. They used to make "bubu" fishtraps but both are now too infirm to do so.



Jakun elder artisan Saimoi (70s) of Kg Gong, Pekan in Pahang. Seen here making a "kurong serindit" rattan birdcage.



Tok Wan of Kg Gabendring, Pos Iskandar in Tasek Bera, Pahang. She occasionally makes traditional Semelai musical instruments.



The late Jah Het basket weaver Jed Batin Pendek of Kg Berdut, Krau in Pahang who passed away in 2013.

Seen here with his final batch of "tangkin" rattan baskets in 2011.

# Smart E-Kasih Shopping continues in Pontian for second year



**RM 60,000**  
Raised



**50**  
Families Supported

Yayasan Muafakat Pontian Chairman, Datuk Ir. Hasni bin Haji Mohammad (center), presenting a cheque contribution to MyKasih Foundation Trustee, Datuk Yacob bin Amin (in white), to support 50 families in Pontian under the one-year 'Smart E-Kasih Shopping 2018' programme. Looking on are Econsave Southern Region Operations Manager, Mas Imran Adam (far right) and representatives from Majlis Daerah Pontian, Haji Kamalludin bin Haji Jamal (second from left) and Dato' Tan Chin Hock (left).

**O**n 20 March 2018, Yayasan Muafakat Pontian presented MyKasih Foundation with a donation of RM 60,000 to support 50 low-income families in Pontian, Johor, with monthly food aid worth RM 100 for one year. Officiating the event for the second year of the programme was Yayasan Muafakat Pontian Chairman, YB Datuk Ir. Hasni bin Haji Mohammad.

The 'Smart E-Kasih Shopping' food aid programme was first launched in May 2017 with 50 recipient families at Econsave supermarket in Pontian, one of MyKasih's partner retail outlets which allows beneficiaries to make cashless purchases of approved essential food items using their MyKad.

Speaking at the event, MyKasih Foundation Trustee Datuk Yaacob bin Md Amin said, "We are grateful to be given the opportunity once again to execute the delivery of welfare to targeted

beneficiaries via our cashless payment platform. We look forward to collaborating with empowered local authorities to uplift more low-income families throughout Johor."

MyKasih's cashless payment system is currently being used by Yayasan Pasir Gudang in Johor and the Ministry of Urban Wellbeing, Housing and Local Government (KPKT) to deliver aid to 1,900 E-Kasih beneficiaries nationwide under their respective food basket programmes.

Tan Sri Dr Ngau urges government agencies and NGOs involved in long-term food basket programmes to consider partnering with MyKasih to revolutionise the way welfare is distributed and managed.

**Our cashless system provides donors with the assurance that every ringgit is spent on approved essential items by rightful recipients. We can be accountable to donors for the monies spent by the recipients, as the payment platform rides on the chip technology of the MyKad, which is transparent, secure and efficient.**

*MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat*

# Love My School

## Student Bursary Programme

The MyKasih 'Love My School' bursary programme is an extension of MyKasih's welfare programme for low-income households.

Students from economically-challenged backgrounds are rendered assistance in the form of annual bursaries, which the students draw upon using a smartcard linked to their MyKad account to purchase school books and stationery from the bookstore, as well as meals at the school canteen.

## 4 DIFFERENT PRODUCT CATEGORIES

The bursary programme provides students with allowances via their MyKad-linked student smartcard to pay for their daily meals at the school canteen, as well as books and other learning necessities from the school bookstore.

The aid can be extended to include Back-to-School items such as uniforms, shoes, bags and stationery, to prepare the students for the new academic year.

Students may purchase approved essential items from four product categories.



Food



Books



Stationery



Uniforms



# DIALOG staff spruce up school gardens and classrooms of SK Bukit Lanjan

Teambuilding & Volunteerism at SK Bukit Lanjan and Tabika Kemas JAKOA, Desa Temuan



71 DIALOG senior managers from six countries spent half the day at SK Bukit Lanjan, cleaning, painting and gardening.

**L**ed by the DIALOG Group Executive Chairman himself, the 71 strong delegation representing DIALOG's senior management team from six countries spent the afternoon of 25 January 2018 in Sekolah Kebangsaan Bukit Lanjan (Asli) in Damansara Perdana, Selangor.

As part of the Group's teambuilding activity, the delegates spent half the day redecorating classrooms, organising the school library, replanting the school's edible garden, painting the school's walkway and classroom walls of the pre-school located adjacent to the primary school.

When DIALOG's headquarters moved to Mutiara Damansara in 2014, the company learnt of the Temuan Orang Asli community located just 4km away at Desa Temuan, Bukit Lanjan.

Some of the children were going to school, some were not interested in education, or simply could not afford it. Families were struggling to make ends meet. Many had to compete with migrant labour for jobs and could only resort to low-paying jobs due to their lack of proper academic qualifications.

The majority of the students did not have enough food to eat at home, or have proper school uniforms and other learning necessities. The children were often hungry and did not have enough energy to fully participate in the classroom. Absenteeism was high as children frequently fell sick.

DIALOG immediately adopted SK Bukit Lanjan through the MyKasih 'Love My School' bursary programme after learning of the plight of the children of Desa Temuan.

DIALOG's Group Executive Chairman, Tan Sri Dr Ngau Boon Keat, said, "DIALOG initially adopted half of the school's student population in 2014. It subsequently took on the entire student population through the MyKasih 'Love My School' programme. This year, we are supporting 188 students from the pre-schoolers to Primary Year 6."

In addition to the cashless student bursaries, DIALOG's supplementary programmes include tuition and study camps for the Year 6 students, Back-To-School items for all students, 21st Century Classroom equipment (computers and ICT facilities), an edible garden outdoor classroom project, sponsorship of their annual sports day and the school's under-12 rugby team, Lanjan Tigers.

DIALOG has to-date channelled close to RM 500,000 into SK Bukit Lanjan.

While speaking to the DIALOG management team before the commencement of the activities, Tan Sri Dr Ngau said, "I would like to thank all of you for being here today at SK Bukit Lanjan with the teachers and students, to share our love and blessings for this community. Since DIALOG adopted this school in 2014, student attendance has increased from 78% to 89%, enrolment got better from 149 (in 2014) to 188 (in 2018)."

"The students' personal hygiene has improved tremendously, and more importantly, there is reduction in absenteeism. With proper hygiene and nutrition, children are less prone to sickness and can remain active in school," he added.

SK Bukit Lanjan Headmaster Nazri Mash Turki said, "We are very grateful to DIALOG for all that they have done for this school. The students have become so much more confident and motivated to attend school and participate in sports. The teaching and learning process is smoother and much more fun for both teachers and students now that the students are well-equipped with learning necessities."

SK Bukit Lanjan was one of the lowest-performing school in the district five years ago. With dedicated teachers and support from good corporate citizens, the school achieved its first-ever straight 5A's UPSR student in 2015 and it is currently the top Orang Asli school in Selangor (out of 11 Asli schools).

I am very encouraged with all that we have done for this school and the community as a whole. Just as we would expect of our own children, we hope the students of SK Bukit Lanjan will do their best in their studies and extra-curricular activities so that they can have a bright future.

*MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat*



DIALOG Group Executive Chairman, Tan Sri Dr Ngau Boon Keat (fourth from right) accompanied by (from right) MyKasih Deputy Chairman, Jeffrey Perera, DIALOG Chief Operating Officer, Mustaffa Kamal Bin Abu Bakar, DIALOG Group Chief Financial Officer and Joint Company Secretary, Zainab Binti Mohd Salleh, (from left) Co-curriculum Senior Manager, Encik Ridzuan Bin Othman, JKK Desa Temuan, Nor Azman Jamalim, Pemaju Masyarakat Tabika, Norazean Binti Mohd, SK Bukit Lanjan Student Affairs Senior Assistant, Suhaidi bin Sapuan and SK Bukit Lanjan Headmaster, Nazri Mash Turki, commemorate the event with a photo after the handing of goodie bags to the students.



Students of SK Bukit Lanjan (A) performing a traditional dance called the *sewang*, for the delegation.



DIALOG Group Chief Financial Officer and Joint Company Secretary, Zainab Binti Mohd Salleh with students of SK Bukit Lanjan (A).



# DIALOG adopts 4<sup>th</sup> Orang Asli school - SK Sungai Rual



DIALOG equipped Sekolah Kebangsaan Sungai Rual, located in Jeli, Kelantan, with a computer lab. 148 students of Sekolah Kebangsaan Sungai Rual in Jeli, Kelantan, are now enjoying monthly cashless bursaries worth RM60 to purchase daily meals at the school canteen, as well as books, stationery, sports attire, and other learning essentials from the school bookshop.

DIALOG



RM 162,660  
Donated



148  
Students Supported



1  
Computer Lab  
Installed

On 18 March 2018, DIALOG marked the adoption of its fourth Orang Asli primary school with a launch of the MyKasih 'Love My School' student bursary programme there. The first three Orang Asli primary schools DIALOG adopted and still continues to support are SK Bukit Lanjan (Selangor), SK Penderas (Pahang), and SK Tasik Cini (Pahang).

In addition to the RM 106,560 bursary support for the students, DIALOG also sponsored RM 56,100 to set up the school's computer lab under the 21st Century Classroom Transformation Project.

DIALOG's Executive Chairman, Tan Sri Dr Ngau Boon Keat, who is also the MyKasih Foundation Chairman and Co-Founder, said, "DIALOG is a devoted supporter of MyKasih. Through the cashless student bursary scheme and other supporting activities, we hope the Orang Asli students will no longer worry about being able to afford meals and learning essentials, and can therefore focus on their studies. We hope this would help them improve academically and give them the confidence to seize better opportunities in the future."

SK Sungai Rual is one of the 18 Orang Asli primary schools which MyKasih Foundation has earmarked for support through the 'Love My School' student bursary scheme, with an annual commitment of RM 2.7 million for a total of 3,700 students. The Headmaster of SK Sungai Rual, Mohd Noordin Bin Mustaffa,

said that the school has witnessed significant improvements in terms of pupils' attendance and academic performance.

"The Orang Asli communities face many challenges when it comes to getting an education, such as the long journey to school, low motivation and poverty, all of which may lead to poor school attendance and performance in school. Before this, we only had one or two Orang Asli students who were able to read and write."

**Student attendance is improving significantly. Last year, 98% of our students had 100% attendance. This is unprecedented. As a result, the literacy rate jumped and by the end of 2017, more than half of our Orang Asli students were able to read and write well.**

**With MyKasih's active involvement since 2017, the students' wellbeing is taken care of, thus ensuring a more holistic approach towards their education development.**

*Headmaster of SK Sungai Rual, Mohd Noordin Bin Mustaffa*

# DIALOG supports Orang Asli school sports day and more...



SK Penderas is an Orang Asli school adopted by DIALOG. Located in Kuala Krau, Pahang, the school caters to the Orang Asli Jahut villages in the Krau valley.

**O**n 25 February 2018, Sekolah Kebangsaan Penderas, an Orang Asli primary school located within the Krau Valley of Temerloh, Pahang, held their annual sports day event with much fun fare.

DIALOG has been supporting the school through the 'Love My School' programme since January 2017. The 100 student beneficiaries get to spend their cashless bursaries on meals at the school canteen and on Back-To-School items such as school bags, school uniforms, shoes and socks, sports attire, and stationery. The programme provides much financial relief to the Jah Hut Orang Asli families who would otherwise have to spend an average of RM 250-300 per school-going child on necessities for the new academic year.

This year, DIALOG extended its on-going support for the school by equipping the school's computer lab and sponsoring their Sports Day event, amounting to RM 31,913 and RM 5,520 respectively.

SK Penderas Headmaster Jamal @ Salleh bin Abdullah Thani, said, "The school would like to record its highest appreciation to DIALOG and MyKasih Foundation for the cashless bursaries given to deserving students and the contribution of ICT equipment to enable us to realise 21st century teaching and learning. We hope that this will significantly improve the educational achievement of the indigenous children of SK Penderas."

"We would also like to thank DIALOG for sponsoring our school's 20th annual sporting event which was held on 25 February. It has brought about a huge positive impact to the

school and the community as a whole. I hope that DIALOG's support for SK Penderas' education and co-curriculum activities will continue in the future," added Jamal @ Salleh.

**Poverty is the single greatest factor in school dropouts among the Orang Asli. We hope that by providing support for the children in school through the Love My School programme, it will go long way to help them achieve their fullest potential and bring their families out of poverty.**

*MyKasih Foundation Chairman and Co-Founder,  
Tan Sri Dr Ngau Boon Keat*





## DIALOG



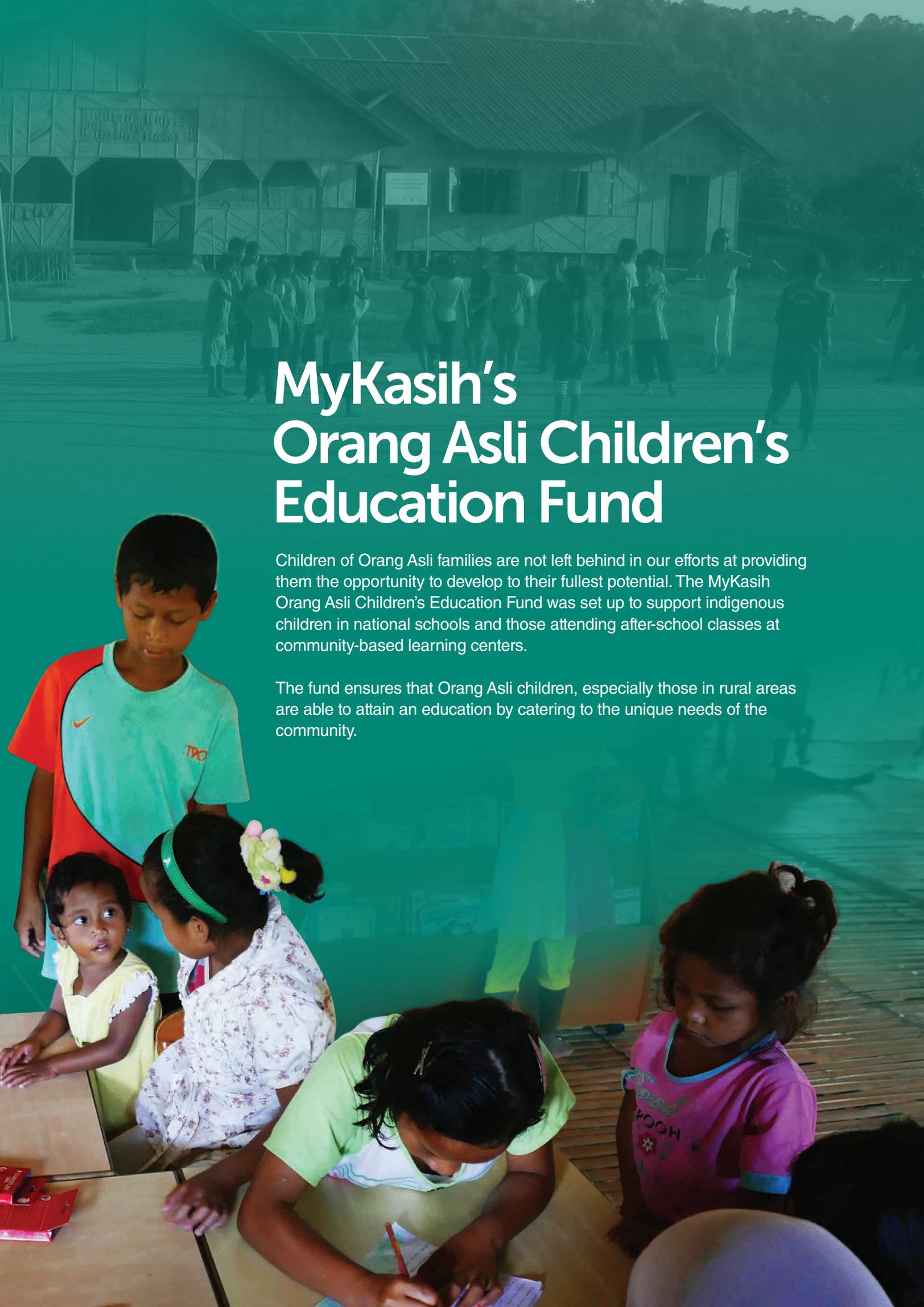
**RM 37,433**  
Donated



**1**  
Sports Day  
Sponsored



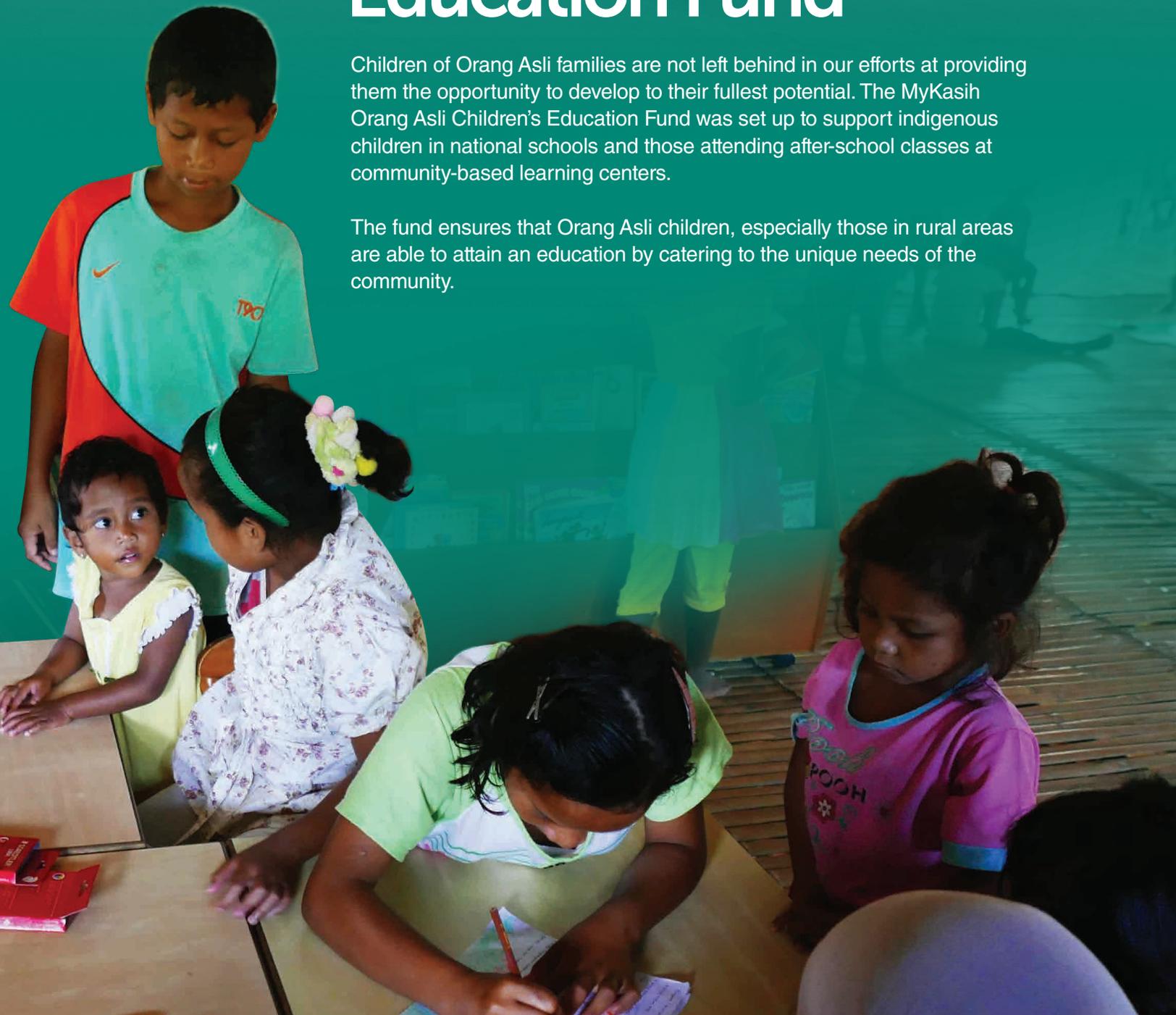
**1**  
Computer Lab  
Installed



# MyKasih's Orang Asli Children's Education Fund

Children of Orang Asli families are not left behind in our efforts at providing them the opportunity to develop to their fullest potential. The MyKasih Orang Asli Children's Education Fund was set up to support indigenous children in national schools and those attending after-school classes at community-based learning centers.

The fund ensures that Orang Asli children, especially those in rural areas are able to attain an education by catering to the unique needs of the community.



# Jungle school gets RM 97,000 boost from OA Children's Education Fund



Sports day organised by Pusat Didikan Komuniti (PDK) Cenwaey Penaney, a community learning center in Kampung Ulu Tual, involves the whole community taking part in traditional sports.

**I**n 2014, the Semai Orang Asli of Kampung Ulu Tual, Pahang, made a name for themselves after building a 120-foot long traditional house to be used as their community learning center. They named it Pusat Didikan Komuniti (PDK) Cenwaey Penaney, which is Semai for Smart Start.

What was even more impressive than the structure itself, was the purpose and function of PDK Cenwaey Penaney. The learning center holds after-school classes for children who are not only taught reading, writing and counting but also about their culture, language, history, and craft-making. The founding teachers are indigenous themselves, and this year, the community started managing the center independently with teachers from their own community.

PDK Cenwaey Penaney does not replace formal education but it serves as a supplementary learning center, especially

for those who have dropped out of school for reasons such as poor adaptability or inability to cope with formal lessons.

MyKasih Foundation has seen PDK Cenwaey Penaney through its ups and downs and watched the community grow independent and wiser in managing their own learning center. This year marks the third year of MyKasih's food aid support for the center, and the second year where MyKasih has supported the center's operational cost.

Funds for PDK Cenwaey Penaney this year was raised by a group of volunteers, who on separate occasions, had visited the center and gotten to know of the good work the community is doing.

In the coming year, the community plans to embark on social economic projects such as tilapia fish rearing, to work towards being financially independent.

**We want our children to be educated. At the same time, we do not want them to forget their roots. PDK Cenwaey Penaney is a place where we can celebrate our culture and roots while ensuring our children are not left behind the mainstream education system.**

*Village Headman of Kampung Ulu Tual, Harun Siden*



The 120-foot structure was built by the Ulu Tual community themselves in 2014 and was completed in 2015. MyKasih Foundation began supporting PDK Cenwaey Penaney in January 2016 when classes began for the first batch of 100 students.

**MyKasih**

  
**RM 97,000**  
Donated

---

  
**100**  
Students Supported



Students attend after-school classes in PDK Cenwaey Penaney. The learning center has Orang Asli teachers from the village itself, and is managed solely by the community.



Students take learning outdoors in their edible garden project where they learn to plant and grow edible plants.



Batin Harun brings the students of PDK Cenwaey Penaney to the forest to learn about important medicinal plants.

# Supplementary Assistance Programmes

With funding from donors and support from trainers and community partners, MyKasih carries out supplementary assistance programmes to provide recipient families with the opportunity to become empowered and financially independent to lead a better life.

- + **Skills and Entrepreneurship Training** are conducted by accredited trainers to empower MyKasih participants with the knowledge and skills to realise their full potential and achieve financial independence.
- + **Health Screenings** are organised with the Ministry of Health and National Population and Family Development Board (locally known as 'LPPKN').
- + **Job Training and Placement** opportunities are given to recipients and their family members to become gainfully employed. In collaboration with retail partners and civil society organisations, employer interviews and hire suitable candidates from the MyKasih database.
- + **Tuition and Scholarship**. MyKasih collaborates with tuition providers and various colleges and universities to provide our beneficiaries with tutorial support and award the high-achievers with scholarships.

# Sounds of music

Feeding kids in school with music.



Michael Veerapen teaching the students of SK Bukit Lanjan (A) how to 'think' music.

**M**usic classes are often only for those who can afford paying for lessons and musical instruments, thus benefitting children from affluent households. Research has shown that active participation in music as a child develops skills that is impossible to be gained through any other activity.

Among some of the benefits, it improves fine motor skills and coordination, increases language development, strengthens focus and memory, expands fundamental maths skills, and encourages discipline, self-confidence and self-esteem.

So how does one transfer the benefits of learning music to children from financially-challenged backgrounds who have no access to formal music lessons? In February 2018, MyKasih piloted a 16-hour music literacy course in Sekolah Kebangsaan Bukit Lanjan (Asli) in Damansara Perdana, Selangor, with ten primary school children aged between 8 and 11 years, who have had no prior experience with formal music classes.

The course was delivered twice a week by an accomplished local musician, Michael Veerapen, using a methodology he developed which does not require the use of any musical instruments. Veerapen explained that once the course is completed, the students should be able to 'hear' music in their head when they see music notes, and when they hear music, they can 'see' the music notes in their minds.

"This would be beneficial to the students, in terms of right-brain development and the development of the students' ear for music. I hope to provide them with a good foundation for more advanced music courses in the future", Veerapen elaborated.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "MyKasih Foundation is open to collaborating with partners who can add value to the work we do with beneficiaries. We do what we can to give students opportunities to develop and improve themselves, be it tuition classes, study camps, experiential trips to educational centres, and even sports like track or rugby".

"I hope the students will give their best during the music lessons. I am certain that if the students are enthusiastic enough, it will encourage the school to consider forming a school quartet or band, or even an orchestra, sometime in the future".



The students learning to write music notes.



Love My Neighbourhood

# MyKasih Charity Golf 2018

Glenmarie Golf & Country Club  
Saturday, 18<sup>th</sup> August, 2018  
7.30am tee off.



**Sponsor  
a flight!**

For more details, please email  
[info@mykasih.com](mailto:info@mykasih.com)

[www.mykasih.com](http://www.mykasih.com)

## Schedule

6.30 am	Registration & Breakfast
7.30 am	Shotgun tee off
2.00 pm	Lunch & Prize presentation

## Tournament Information

### Sponsorship RSVP

13 July 2018 via [info@mykasih.com](mailto:info@mykasih.com)

### Flights Sponsorship (Reply Slip A)

- One Flight = RM 20,000
- One Golfer = RM 5,000

### Prize Sponsorship or Cash Donations (Reply Slip B)

All cash donations to MyKasih Foundation  
are tax-exempt.

### Mode of Play

System 36 (Stableford)

### Beneficiary Name and Address

MyKasih Foundation  
C/o Finance Department  
Level 3, DIALOG TOWER,  
No. 15, Jalan PJU 7/5, Mutiara Damansara,  
47810, Petaling Jaya,  
Selangor Darul Ehsan, Malaysia

General Tel No. +603 - 7720 1888  
General Fax No. +603 - 7725 1484

### Beneficiary Bank Name

AMBank (M) BERHAD

### Beneficiary Bank Address

No: 30, 32 & 34,  
Jalan SS 2/61, 47300 Petaling Jaya,  
Selangor Darul Ehsan

### Beneficiary Bank Account No.

217 - 201 - 200645 - 9

### ABA Swift Code

ARBKMYKL

## Contacts

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([shafinaz.suhaimi@mykasih.com](mailto:shafinaz.suhaimi@mykasih.com))  
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+603 - 7720 1819

# MAKE A DIFFERENCE

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



## VOLUNTEERS

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



## CORPORATES

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



## INDIVIDUALS

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



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. **All donations to MyKasih Foundation are tax-exempted.**

Donations can be made via the following channels.



## 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, company mailing address and details of main contact person.



## TELEGRAPH 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.



## CREDIT CARD

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

[www.mykasih.com](http://www.mykasih.com)

Corporate and individual donors will receive reports that 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](mailto:info@mykasih.com) or +603 7720 1888.

# MyKasih Foundation would like to acknowledge its donors & partners

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- Wong Yat Sun
- Yayasan Pasir Gudang
- Zainab Mohd Salleh
- 99 Speedmart

## Government Ministries & Agencies

- Central Bank of Malaysia
- Economic Planning Unit, Prime Minister's Department
- Economic Planning Unit, Johor State
- Implementation & Coordination Unit Prime Minister's Department
- Multimedia Development Corporation
- Malaysia Ministry of Education
- Malaysia Ministry of Health
- Malaysia Ministry of Home Affairs
- Malaysia Ministry of Urban Wellbeing, Housing and Local Government
- Malaysia Ministry of Women, Family and Community Development
- National Population and Family Development Board
- Performance Management Delivery Unit, Prime Minister's Department
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government

## Education & Training

- Agensi Kounseling dan Pengurusan
- Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- Kolej Komuniti Miri
- Lifeworks Sdn Bhd
- Malaysian CARE
- Monash University Volunteers Programme
- National Population and Family Development Board
- People Systems Consultancy
- Universiti Tun Abdul Razak (UniRAZAK)
- SOLS 24/7

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- CKS Supermarket (Sabah)
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- Metamorf Supermarket (Klang Valley)
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Pasaraya Aktif
- Pasaraya Bilal (Kelantan)
- Pasaraya Ong Tai Kim (Klang Valley)
- TF Value Mart
- The Store (nationwide)
- 99 Speedmart

## NGOs

- Center for Orang Asli Concerns (COAC)
- House of Hope (Penang)
- Kassim Chin Humanity Foundation
- Lions Club International (nationwide)
- Miri Dayak Association
- PACOS Trust
- PDK (nationwide)
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- Pertubuhan Ehsan Penyayang
- Pertubuhan Komuniti Kasih Selangor
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- The Indigenous Peoples Network of Malaysia (JOAS)
- Yayasan Pasir Gudang



Love My Neighbourhood

# A WELFARE PROGRAMME WITH A TECHNOLOGICAL DIFFERENCE



## Food Aid

Providing essential food items



## Education

Creating a brighter future

