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MyKasih News

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Federal Government
Rolls Out National
Welfare Programme Via
MyKasih.



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Chairman's Message

Dear Friends,

This year is a milestone year for MyKasih. We are honoured to be engaged by the Federal Government to execute their social protection programme in Peninsula Malaysia using our MyKasih cashless payment system.

The Government's SARA (Sumbangan Asas Rahmah) project reaches out to 700,000 B40 recipients, out of which, 470,000 are in Peninsula Malaysia and aided monthly via the cashless MyKasih programme.

We are proud to be given this task of executing targeted aid via the MyKad. After a successful six-month pilot last year for 124,000 recipients, we believe it boils down to our ability to efficiently distribute the aid and account for every ringgit and cent that these recipients spend. The 2024 SARA project fund comes up to RM464 million and it is the biggest undertaking by MyKasih Foundation to-date.

Beyond welfare distribution, education is crucial in our poverty alleviation efforts. Key donors like DIALOG, ConocoPhillips, Deleum, Linaco, Hess Asia, Yayasan Hartalega, Pengerang Independent Terminals, and many others have adopted schools for more than 5 years and supported students with their schooling needs until they graduate.

The impact of the Love My School programme is remarkable – children are happy to go to school, and are healthy and active in sports. This contributes to a solid foundation for when they enter secondary and tertiary education later.

On this note, the Sarawak Unity Education Fund (SUEF) was launched in April after successfully raising RM3.7 million to be given out to B40 Sarawakian youths pursuing tertiary education in Malaysia. We are delighted to be a partner to SUEF on this meaningful initiative and wish them all the best in selecting the candidates for the inaugural September 2024 intake.

On 18 May, we ran our 12th annual charity golf tournament and raised RM1.27 million from donations and flight sponsorships. We appreciate all 142 golfers who teed-off at the Glenmarie Golf & Country Club in support of MyKasih. Proceeds from the golf event fund the operations of the foundation and enable us to run programmes nationwide.

Fundraising for charity has always been challenging, but the outcomes of our interventions have been rewarding. I hope you will enjoy reading about our efforts in this issue of MyKasihNews and we look forward to continuing our good work with your support and encouragement.

TAN SRI DR. NGAU BOON KEAT

Chairman and Co-Founder



About MyKasih™

Established in 2009, MyKasih Foundation is a charity organisation with a mission to help low-income families through food aid and education regardless of race, religion or descent.

MyKasih not only aims to improve nutrition through its food aid programme but also strives to transform families through skills training and education.

What is significant is that MyKasih uses leading-edge technology to support its aid distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an



All donations are **passed in full** to beneficiaries via their MyKad or MyKasih smartcard.

efficient cashless payment system developed by DIV Services Sdn Bhd, a subsidiary of DIALOG.

All disbursements and payments are effected through the use of the MyKad, which is the chip-based ID card issued

to all Malaysians. Use of the MyKad allows us to target aid to the right person, enabling us to distribute aid in an efficient, transparent and secure way.

For more information, visit www.mykasih.com.

Our Programmes



Food Aid Programme

The MyKasih 'Love My Neighbourhood' is a cashless food aid programme which reaches out to families earning a combined monthly household income of RM1,500 and below. Recipients receive a monthly allowance through their MyKad account, which can be spent on approved essential items at partner retail outlets.

The approved food items range from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages. The list of approved items can be expanded to include basic household appliances and schooling necessities for post-disaster relief.

Student Bursary Programme

Under the MyKasih 'Love My School' bursary programme, students from economically-challenged backgrounds are given annual bursaries via a smartcard linked to their MyKad account to pay for meals at the school canteen and to purchase school books and stationery from the school bookshop.

Additional support is rendered through sponsorship of extra tuition classes, study camps, English literacy and numeracy workshops, and computer labs for 21st-century learning. Robotics, aquaponic projects and sports activities are also funded to enhance their learning experience in school.





Sustainability Initiatives

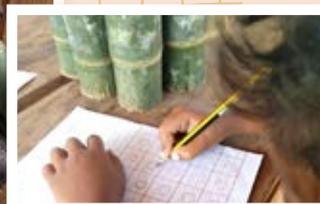
In addition to cashless aid, the foundation provides opportunities for beneficiaries to achieve food security and financial independence. These interventions include basic health screening, food cultivation (fruits and vegetables), farming (fish, chickens and bees), skills and entrepreneurial training, financial literacy and income-generation projects to help urban households and rural communities improve their quality of life.

Orang Asli Children's Education Fund

MyKasih intensified its efforts in Orang Asli communities through the OA Children's Education Fund which was set up 2015 by Puan Sri Jean Ngau. The fund currently supports nine rural community-initiated learning centres (locally known as Pusat Didikan Komuniti, PDKs) in Perak and Pahang.

The 400 students at these PDKs are taught by local OA teachers from the community itself using specially curated indigenous modules and lesson plans focusing on basic literacy (Reading, Writing, Counting, and Comprehension).

The PDKs are also supported through the establishment of food farms to ensure food and nutrition security as the communities reduce chronic malnutrition and stunting among the young.



Education Funds For Sarawak

MyKasih Foundation is a collaborating partner to the Sarawak Rural Kids Education Fund and the Sarawak Unity Education Fund. Both initiatives are driven by the private sector to help deserving and promising Sarawakian students pursue education. This is in line with the State's development goals and aspirations in building high-quality human capital through academic excellence and achieving a high-income status for the state and the country.

Sarawak Rural Kids Education Fund



The Sarawak Rural Kids Education Fund was set up in 2017 to provide bursaries and Back-To-School assistance to primary and secondary students in rural areas.

In 2017, a charity golf event raised RM1.025 million which supported 1,041 students in 16 rural schools with bursaries.

Similarly in 2019, RM1.08 million was raised which supported 2,938 students in 138 schools with Back-To-School items.

Sarawak Unity Education Fund



The Sarawak Unity Education Fund aims to award scholarships to eligible Sarawakian students to pursue tertiary education.

This bond-free scholarship will cover tuition fees and other study-related costs and expenses for Bachelors or Masters degree courses at public or private universities in Malaysia recognised by the SUEF Board of Trustees.

Since its inception in 2024, more than RM3 million has been raised to-date.



Board Of Trustees



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



Tan Sri Dato' Seri Megat Najmuddin Bin Dato' Seri Dr Hj Megat Khas



Tan Sri Datuk Dr Rebecca Fatima Sta Maria



Datuk Badlisham Ghazali



Datuk Yaacob Bin Md Amin



Dato Ho Kay Tat



Datin Narin Aneeza Binti Nazaruddin



Datuk Oh Chong Peng



Datuk Sri Idris Jala

Vision & Mission

Creating **loving and caring neighbourhoods** through **food aid and education**

MyKasih Today

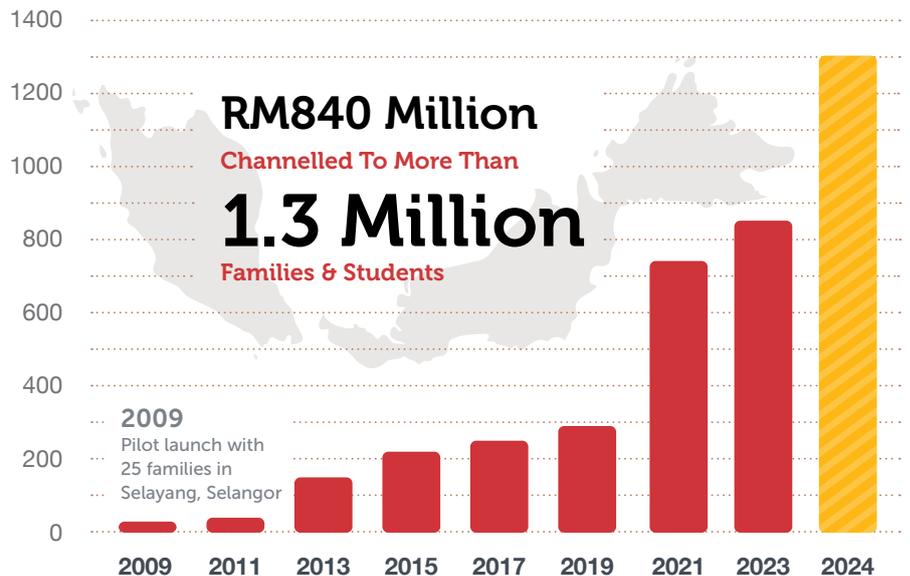
MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in 2009. By the end of 2024, we would have channelled RM840 million via the MyKasih cashless payment system to more than 1,300,000 families in over 400 locations nationwide, which include primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.

The Federal and State Governments, as well as Zakat agencies, also use the innovative MyKasih system for their respective welfare programmes.

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.

More than **50** donors

More than **600** retail partners nationwide



MyKasih And The UN SDGs

MyKasih programmes are aligned with 13 out of the 17 SDGs as described below:



No Poverty: Our food aid, education and livelihood initiatives provide low-income households with opportunities to step out of poverty. With food on the table and children attending school or vocational studies, family members can participate in skills and entrepreneurial pursuits for a better quality of life.



Zero Hunger: Our targeted cashless food aid and community food security projects ensure that families' basic need for food is met. Beneficiaries are given training in the relevant skills for decent work and gainful employment, which in turn translates to more income for household food expenditure.



Good Health and Well-being: Good health and well-being are promoted through food aid, school sports programmes, community food security initiatives, as well as health screening. In partnership with local health departments, communities are given general screening which includes dental and vision checks, as well as cervical screening and mammogram.



Quality Education: Investments in Back-To-School necessities, computer labs, robotics equipment and school aquaponic edible gardens encourage digital literacy and STEM (Science, Technology, English and Mathematics) education among underprivileged students. Children in rural communities are also not left behind by way of 'jungle schools'.



Gender Equality: Gender equality is promoted by empowering young girls through sports and education, as well as providing women with the choice to manage household food budgets and the opportunity to gain new skills to earn a decent living.



Decent Work and Economic Growth: Our youth development programmes as well as skills training and entrepreneurial income-generation courses help our beneficiaries obtain decent work, thus contributing towards community resilience and nation-building.



Industry, Innovation and Infrastructure: Our MyKad-based MyKasih cashless payment system ensures that aid is delivered in an efficient, secure and transparent manner to targeted beneficiaries. We continue to innovate to ensure our welfare delivery methods remain relevant and useful.



Reduced Inequalities: Our programmes do not discriminate based on race, gender or people at-risk. In fact, our initiatives also include marginalised and vulnerable communities such as the indigenous peoples or low-income households who are affected or impacted by HIV & AIDS.



Sustainable Cities and Communities: Our work in building sustainable communities starts first with respecting and empowering the people of the land to determine for themselves the kind of projects and activities which would benefit them. The sense of ownership ensures continuity towards resilience and self-sufficiency.



Climate Action: Our innovative cashless welfare distribution platform leverages on retail partners to serve beneficiaries when they shop under the programme. This circumvents additional carbon footprint involved in traditional aid delivery (i.e. procurement, packing, storage and transportation). Other efforts include community farming, tree-planting, and recycling.



Life Below Water: For the wellbeing of communities most vulnerable to climate change, our efforts include protecting the ecosystems they depend on for food and livelihood. At the same time, conserving critical wetlands such as mangrove forests and seagrass beds which serve as buffers from storms and sponges for floodwaters.



Life On Land: Our food security and livelihood initiatives in rural villages focus on resource efficiency (recycling of biodegradables into compost) and sustainable food production, i.e. integrating short-term cash crops with long-term carbon sequestering rubber and fruit trees, as well as livestock cultivation.



Partnerships For The Goals: We work extensively with partners to achieve the above goals. Our stakeholders range from various government agencies and ministries, donors and retail partners, schools and their educators, NGOs and social enterprises, as well as research institutions.

Federal Government Rolls Out National Welfare Programme Via MyKasih



On 28 January 2024, YAB Prime Minister Datuk Seri Anwar bin Ibrahim launched Program Sumbangan Asas Rahmah (SARA) at Mydin Meru Mall in Tambun, Perak.

The programme aims to benefit 470,000 recipients and is a continuation of last year's engagement where MyKasih Foundation was appointed to execute the disbursement of monthly aid entitlements to selected beneficiaries via the MyKad, enabling them to spend on approved items at participating retail outlets.

The government foresees approving another 20,000 new applications within the third and final quarter of 2024 for MyKasih to on-board.



RM464 million
allocated



470,000
beneficiaries targeted



YAB Prime Minister Datuk Seri Anwar Ibrahim visited Mydin Meru Mall in January to launch Program SARA and meet with the recipients. Accompanying him were Secretary-General of Treasury, Ministry of Finance, Datuk Johan Mahmood Merican and Mydin Holdings Executive Director, Ahhmat Mydin.



With the MyKasih app, recipients can find the participating retail outlets closest to them, and check their available balances real-time.



YAB Datuk Seri Anwar Ibrahim sharing a light moment with SARA recipients and representatives from the Inland Revenue Board. The latter plays a role in the selection of eligible recipients for the programme.



SARA recipients getting confirmation on their eligibility status at the registration counter. Eligibility for SARA is based on the hardcore poor and poor segments of the Malaysian population and are listed in both the ICU-JPM eKasih and the Sumbangan Tunai Rahmah (STR) database under the Inland Revenue Board.



Funds disbursed to the beneficiaries are drawn down via their MyKad upon checkout.



A cashier verifying the identity of the beneficiary through her MyKad.

Enhancements for SARA 2024

Based on the success of the six-month pilot SARA project last year which benefitted 112,561 recipients from the hardcore poor segment of the Peninsula Malaysia population, the Federal Government made some enhancements for SARA 2024.

- 01** This 2024, the initiative extends for a full period of twelve months (January – December 2024) and benefits 700,000 recipients from both the hardcore poor and poor segments of Malaysia. 470,000 (67%) of the 700,000 identified recipients are in Peninsula Malaysia who are aided via the MyKad-driven MyKasih programme.
- 02** In addition to B40 family units, the recipients under SARA 2024 also include B40 youths and elderly without spouse (referred to as '*bujang*'). Each recipient family receives RM100 per month via their MyKad accounts, while *bujang* recipients receive RM50 per month. For SARA recipients in Sabah, Sarawak and Labuan, the government had opted for a one-off lump sum cash transfer direct into the recipients' bank accounts.
- 03** The product categories approved under the MyKad-driven SARA 2024 programme have also expanded beyond basic food items to include personal hygiene care products, over-the-counter medicines, and schooling necessities. There are 19 product categories and more than 30,000 products available for SARA recipients to choose from when they shop at any of the 600 partner retail outlets nationwide.
- 04** Additionally, the government has allowed for applications to be made throughout the year for the SARA benefit, aimed at refreshing the database and to also cater to the new poor who have not been assisted before. By May, 11,690 new applications were approved and on-boarded.

19 product categories
and more than
30,000
products available



Programme logo labels on the racks help recipients identify the products allowed for purchase under the SARA programme.



For mothers with young children, a portion of their monthly SARA allocation could go towards infant formula and diapers.



“

We are honoured to be given this task by the government to deploy assistance to the poor using the MyKad. The project kicked-off on 22 January, and within one week, all Peninsula Malaysia SARA recipients were successfully on-boarded.

Following the successful pilot last year, our system has been enhanced to accommodate more products, more transactions (volumes) and a significantly higher number of recipients - up to five million users at any given time. We have also developed a mobile app for recipients to check the available balances in their MyKad account which are updated in real-time when they shop. Additionally, the app helps recipients locate participating retail outlets nearest to them.

We are glad that the MyKad-driven approach to distributing aid has been well-received. It ensures that rightful beneficiaries use the monies as intended, and that the spending is traceable to the user and linked to the items that they purchase. With this level of accountability, we can assure the government that the benefits of SARA are maximised. Unspent monies under the SARA initiative is returned to the government once the programme concludes.

MyKasih Foundation Chairman & Co-Founder, Tan Sri Dr. Ngau Boon Keat.

SARA in action



During the initial months of Program SARA's rollout, representatives from Ministry of Finance were active with field visits to ensure the smooth running of the programme. Direct engagement with beneficiaries provided an avenue for instant feedback.



The use of MyKad for welfare distribution is widely accepted by both recipients and merchants who find it efficient, secure and user-friendly.

Sarawak Unity Education Fund Reaches RM3.57 Mil

The Sarawak Rural Kids Education Fund and the Sarawak Unity Education Fund are initiatives driven by the private sector to help deserving and promising Sarawakian students pursue education. This is in line with the State's development goals and aspirations to build high-quality human capital through academic excellence and achieve a high-income status for the state and the country.

The Sarawak Rural Kids Education Fund was set up in 2017 to provide bursaries and Back-To-School assistance to primary and secondary students

in rural areas. The inaugural 2017 Samarahan charity golf event raised RM1.025 million which supported 1,041 students in 16 rural schools with bursaries. Two years later, the 2019 Sarawak charity golf event raised RM1.08 million which supported 2,938 students in 138 schools with Back-To-School items.

The Sarawak Unity Education Fund (SUEF) aims to award scholarships to eligible students to pursue tertiary education. This bond-free scholarship will cover tuition fees and other study-related costs and expense for Bachelors or Masters degree courses



RM3.57 million
raised for scholarships

at public or private universities in Malaysia recognised by the SUEF Board of Trustees. RM3.57 million was raised between December 2023 and April 2024 and the SUEF Committee is now preparing to interview eligible candidates for the inaugural September 2024 intake.



The Deputy Premier of Sarawak, YB Datuk Amar Dr Sim Kui Hian, SUEF Secretariat, and donors were excited to launch the Sarawak Unity Education Fund to provide bond-free scholarships to students in need.

“

I would like to congratulate the SUEF Committee for organising such an impressive fund-raiser to enable eligible Sarawakian youths from economically challenged backgrounds to pursue tertiary studies. We are honoured to be a partner to SUEF on this meaningful initiative and we wish the SUEF Committee all the best in selecting the candidates for the inaugural intake.

MyKasih Foundation Chairman & Co-Founder,
Tan Sri Dr. Ngau Boon Keat.



Press Metal Aluminium Holdings Bhd represented by CEO Tan Sri Datuk Paul Koon presenting a mock cheque to SUEF Organising Chairman, Datuk Richard Lee Say Tshin witnessed by Deputy Premier of Sarawak, YB Datuk Amar Dr Sim Kui Hian during the official launch of the Sarawak Unity Education Fund ceremony in Kuching on 30 April.

MyKasih Charity Golf 2024 Raises RM1.27 Mil



1 42 golfers turned up at the Glenmarie Golf & Country Club in Shah Alam in support of MyKasih Foundation. This was the twelfth charity golf tournament the foundation has organised since the inaugural event in 2011.



RM1.27 million
raised

The sunny weather and perfect course conditions made the charity event a joyful social outing. During the lunch and prize-presentation ceremony, the golfers were given an update on the foundation's activities and the announcement of the total sum raised.



We have come a long way since 2009. MyKasih turns 15 years old this 2024 and with your support, we can continue to help people. Our mission is to create loving and caring neighbourhoods all over the country. Our programmes are centred around meeting basic needs for food and keeping children in school so that they receive an education.

RM1.27 million was successfully raised from flight sponsorships and cash donations. The collection will cover MyKasih's expenses when running programmes in B40 communities and schools all over the country.

Since our first golf event in 2011 up until this year's tournament, we have raised a total of RM11.4 million. I would like to express a big Thank You to all who have supported this charity drive. With your generosity and kindness, we can provide struggling families with an opportunity for a more promising future and a better quality of life.

MyKasih Foundation Chairman & Co-Founder, Tan Sri Dr. Ngau Boon Keat.



142 golfers excited and ready to tee off in support of MyKasih.

Congratulations TO THE WINNERS



Medal A

A Azrin B. Mohamat Din



Medal B

Shahrizal Shaiz bin Mohd Yusoff



Ladies Category

Mary Yong



Nearest To Pin

Chan Yew Kai
(Hole #4)



Nearest To Pin

Jamil Baharuddin
(Hole #15)



Nearest To Line

Tan Sri Danny Ooi
(Hole #5)



Nearest To Line

Capt. Hissharizal Shahidan
(Hole #10)



Grand Lucky Draw

Akmalizam Mustaffa Kamal

Donated by SASA Security Services, represented by Azri and Norfatin Farhana

Sponsors

- Aero Guards Protection (M) Sdn. Bhd.
- Ambank (M) Berhad
- Bina Tegas Sdn. Bhd.
- Causeway Iron Works Sdn. Bhd.
- Chow Steel Engineering (Rawang) Sdn. Bhd.
- Conocophillips Asia Pacific Sdn. Bhd.
- DBS Bank Ltd
- Deleum Berhad
- DIALOG Group Berhad
- Eastern Solder Engineering & Construction Sdn. Bhd.
- ECN World Marketing Sdn. Bhd.
- Econsave Cash & Carry Sdn. Bhd.
- GCH Retail (Malaysia) Sdn. Bhd.
- Iman Ikhlas (M) Sdn. Bhd.
- Kertih Terminals Sdn. Bhd.
- Kevin Ng Chin Hoo
- Konwa Industries Sdn. Bhd.
- Lee Kai Ming
- Linaco Resources Sdn. Bhd.
- Lulu Group International
- Malayan Flour Mills Berhad
- Mustaffa Kamal Bin Abu Bakar
- Mydin Mohamed Holdings Berhad
- NSS Infracore Sdn. Bhd.
- OCBC Bank (M) Berhad
- Padini Dot Com Sdn. Bhd.
- Pasaraya Ekonomi A-Wang Sdn. Bhd.
- Pengerang Independent Terminals Sdn. Bhd.
- Pengerang Terminals (Two) Sdn. Bhd.
- Principal Asset Management Berhad
- Public Bank Berhad
- Revenue Harvest Sdn. Bhd.
- RHB Bank Berhad
- Rizs Protection Sdn. Bhd.
- SASA Security
- Solbase Technology
- Sri Ternak Group Of Companies
- Sumisaujana Tcm Chemicals Sdn. Bhd.
- Sumitomo Mitsui Banking Corporation Malaysia Berhad
- Synergy R&W Sdn. Bhd.
- Syuhada F & B Trading
- Tan Lek Lek
- Tan Sri Ong Leong Huat
- TF Value Mart Sdn. Bhd.
- Tunas Manja Sdn. Bhd.
- UOB Bank
- WCE Holdings Berhad
- Whessoe Sdn. Bhd.
- Wong Yat Sun
- Zainab Binti Mohd Salleh





Thank you for your support!

Hartalega Hosts Back-To-School Shopping

In February, Yayasan Hartalega and MyKasih hosted a Back-to-School shopping spree at Pasaraya BB Kim Wah in Bestari Jaya.

The 'Jom Shopping' activity is part of the cashless bursary programme which currently supports 600 students from six schools in Bestari Jaya, Selangor. The schools involved are SK Bestari Jaya, SK Bukit Badong, SK Ijok, SK Jaya Setia, SK Parit Mahang and SK Rantau Panjang. Each student was provided with bursaries

amounting to RM700 to be used from September 2023 to March 2024.

Held on 18 February, students drew upon the remaining balances in their MyKasih smartcards to shop for school supplies in preparation for the new school year which began on 11 March. It was a great opportunity for the CSR team from Yayasan Hartalega to engage and interact with the parents and students they have been supporting.



RM420,000
contributed



600
students supported
with bursaries



A student waiting patiently at the check-out counter. Parents and teachers were earlier briefed on the mechanics of the cashless programme and how to fully utilise the balance funds in the students' accounts to pay for schooling essentials.



Hartalega's Melissa Majid (left) with a student and his parent after a successful shopping spree.



A mother helping her son to check if the school shoe fits.

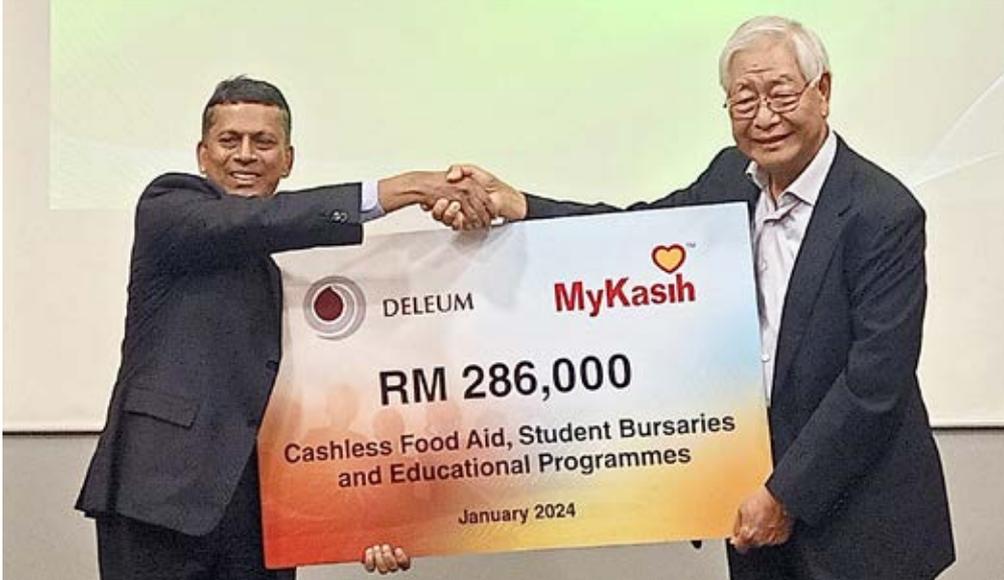


We appreciate this opportunity to give back to the community through the children. It is a real blessing to be able to help families during this period as they prepare their children for the new academic year. This is often the time when families feel the pinch financially and are struggling to balance between putting food on the table and keeping their children in school. We are glad to be able to help lighten their burden and bring joy through this 'Jom Shopping' activity.

Yayasan Hartalega Head of Operations, Melissa Majid.

Deleum Supports Communities & Schools

Staff Gives Back Through Kasih Raya Campaign



Deleum Berhad Group Chief Executive Officer, Ramanrao Abdullah, presenting the cheque contribution to MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, at Deleum's office in Kuala Lumpur on 9 January 2024.

In January, Deleum Berhad renewed their support of the MyKasih Love My Neighbourhood and Love My School cashless welfare programmes for 2024.

150 families in Miri, Labuan, Kemaman and Penampang are benefitting from monthly food support for a year, while 100 primary school students from Sekolah Kebangsaan St Aloysius Limbanak, Penampang, Sabah and Sekolah Kebangsaan Pasir Gajah, Kemaman, Terengganu are supported with cashless bursaries for their daily canteen meals and learning materials.

Separately, the company provided a small rural primary school in Miri, called Sekolah

Kebangsaan Kampung Bakam, with RM27,400 worth of smart television sets for its 14 classrooms and one school hall. This enabled the students to adopt 21st century learning and embark on a more interactive and immersive educational experience.

Deleum staff also got involved in charitable giving. During the Ramadan fasting and Hari Raya months of March and April, the company ran the 'Deleum Kasih Raya' staff contribution initiative and raised a total of RM17,100.41. At the end of April, the collection was disbursed equally to the Deleum's 150 recipient families as cashless Duit Raya.



RM286,000
contributed



150
families supported
with food aid



100
families supported with
additional aid for Raya



Coffee and other kinds of beverages are among the product items recipients can purchase under the cashless food aid programme.

“

Together with MyKasih Foundation, it is heart warming to see Deleum staff being directly involved in the company's efforts to positively impact the lives of those in need. We are grateful for this partnership with MyKasih and hope we can make a meaningful difference to the lives of the families and children we have touched through our initiative.

Deleum Berhad's Group Chief Executive Officer, Ramanrao Abdullah.



Recipients showing their appreciation to Deleum for filling their shopping carts with food.



Recipients receive a guide on product categories that are allowed for purchase under the cashless food aid programme.



Common essential food items such as rice and noodles are among the products included under the cashless food aid programme.



A student beneficiary of SK Pasir Gajah in Kemaman, Terengganu, purchasing his canteen meal during recess. A card reader is installed at the canteen to allow for cashless payments using the MyKasih student smartcard.



A MyKasih staff teaching students how to draw upon their daily allowances to pay for necessities with their MyKasih-issued smartcard.

PITSB Deepens Engagement With Pengerang Communities



The launch ceremony of SK Pasir Gogok's cashless student bursary programme concluded with Pengerang Independent Terminals Sdn Bhd representatives led by Terminal Manager, Handoko Tri Laksono (back row, second from right) presenting the mock cheque to Sekolah Kebangsaan Pasir Gogok Headmaster, Encik Qayyum bin Hj Shamsuri (back row, middle) witnessed by Reef Check Malaysia Programme Manager, Atteleth Don Peris (back row, second from left) and the students of SK Pasir Gogok.

2 024 marks the 14th year Pengerang Independent Terminals Sdn Bhd (PITSB) has partnered with MyKasih Foundation to support B40 communities through food aid and education.

More than half of PITSB's 2024 contribution went to 375 families in Johor's Pengerang and Bandar Penawar in the form of cashless food aid. The MyKasih 'Love My Neighbourhood' programme spanning 12 months started in March with each family receiving RM110 every month via their MyKad to shop for essential food items at partner retail outlets in their vicinity.

PITSB has also renewed their commitment towards education by continuing their support of 50 students from Sekolah Menengah Kebangsaan Pengerang Utama (SMKPU) and 45 students from a newly adopted primary school, Sekolah Kebangsaan Pasir Gogok, for the 2024 academic year.

Every secondary and primary student will be given a monthly allowance (RM100 and RM80 respectively) via their MyKasih-issued smartcards to pay for daily canteen meals and classroom supplies at school. SK Pasir Gogok has also been equipped with two aquaponic systems to encourage STEM education and improve food security among the students by growing healthy vegetables for consumption.

Other supplementary educational initiatives include an environmental awareness programme facilitated by Reef Check Malaysia. The programme involves interactive classroom sessions and field trips to raise awareness and provide the students with a sense of stewardship towards the coastal environment their families and the community at large depend on.



Parents of the students from SK Pasir Gogok were equally as excited about the aquaponic systems as they helped to transplant sprouts to the vertical towers.



RM250,000
contributed



375
families supported
with food aid



95
students aided with
bursaries and STEM
education



2
schools engaged in
environmental awareness



SK Pasir Gogok's headmaster and students were eager to learn about the mechanics of the cashless bursary programme.



Families in Pengerang were grateful to PITSB for the funds received via their MyKad to shop for groceries.

“

PITSB's 14 years of collaboration with MyKasih Foundation is a testament of our confidence in MyKasih's efforts in ensuring that aid is channelled to the intended recipients. We are excited to continue our partnership with MyKasih to not only provide food aid and educational support to communities in need, but also to inspire environmental stewardship among the young. In addition to having a fun avenue to engage with the students, we hope that the community will appreciate the valuable services the surrounding marine ecosystems provide to them in terms of food security and economic livelihood, and hence will be passionate about conserving such ecosystems for future generations.

Pengerang Independent Terminals Sdn Bhd Chief Executive Officer, Theo Oostinjen.



Recipients need to key in their PIN code to complete their cashless transaction under MyKasih's food aid programme.



Pengerang Independent Terminals Sdn Bhd Human Resources Manager, Shamsely Othman met and interacted with the families under the cashless food aid programme during the orientation session at Eonsave, Teluk Ramunia, Pengerang, Johor.

Amanat Lebuhraya Rakyat Berhad Impacts Four Schools, Benefits 200 Students



RM216,000
contributed



200
students in four schools
supported with bursaries

Present at the launch event on 2 April 2024 at SJKT Castlefield primary school in Puchong, Selangor, were ALR Group Chief Executive Officer, Szally Saidi; ALR Group Chief Operating Officer, Mohd Noor Mohd Ali; ALR Group Chief Transformation & Corporate Officer, Low Jo Lyn; Group, ALR Group Head of Strategic & Corporate Communications, Shereen Kaur; MyKasih Foundation Deputy Chairman, Jeffrey Perera, and MyKasih Foundation Managing Director, Evelyn Ho. They were warmly received by SJKT Castlefield's Headmistress, Karpaham Krishnasamy, and her students.

On 2 April, MyKasih welcomed a new donor partner, the highway concessions owner, Amanat Lebuhraya Rakyat Berhad (ALR). ALR wholly owns four highway toll concessions, namely KESAS Sdn. Bhd. (KESAS), Lingkaran Trans Kota Sdn. Bhd (LITRAK), Sistem Penyuraian Trafik KL Barat Sdn. Bhd. (SPRINT), and Syarikat Mengurus Air Banjir & Terowong Sdn. Bhd. (SMART).

ALR adopted four schools along its highways under the MyKasih 'Love My School' student bursary programme as part of its CSR initiative. They are Sekolah Kebangsaan Asli Bukit Kemandol, Sekolah Jenis Kebangsaan Tamil Castlefield (Puchong, Selangor), Sekolah Menengah Seri Pantai, (Kerinci, Kuala Lumpur), and Sekolah Menengah Kebangsaan (P) Pudu (Kuala Lumpur).

For the full academic term of March 2024 to February 2025, 50 students in each school will receive monthly bursaries worth RM80 (primary students) and RM100 (secondary

students) via their MyKasih smartcard. With a budget of RM216,000 for the year, the 200 students can access their bursaries by using their MyKasih smartcards at their respective school's canteen and bookshop.



SJKT Castlefield students trying out the cashless payment system with their new MyKasih smartcards.



Through this Student Food Aid Programme, the students will no longer need to worry about daily school meals and learning essentials and can therefore focus on their studies. This should also help alleviate some of their families' financial burden and help them stay in school.

This programme is a natural extension of ALR's social impact purpose and value proposition. Beyond the savings derived from ALR's unique not-for-profit business model for motorists and the government - it is our aim to continue positively impacting the communities in which we operate, through programmes such as this. We hope to be able to embark on more similar programmes in the future.

ALR Group Chief Executive Officer, Szally Saidi.

PPFPMM Supports Rural Community Learning Centres



RM200,000
contributed



9

rural community learning
centres supported

Local Asli teachers have been trained to deliver specially curated lesson plans based on indigenous thematic modules.

In March 2024, Program Pertukaran Fellowship Perdana Menteri Malaysia (PPFPMM) contributed RM200,000 to support nine rural Orang Asli community learning centres in Perak and Pahang.

These learning centres provide early childhood education for a total of 416 young children and youths (school drop-outs). In addition to class and outdoor hands-on sessions, PPFPMM's support includes the provision of nutritious meals for the students. The main objectives of the initiative are to ensure nutrition security for the children during their crucial growth and development years, and to provide basic literacy to prepare them for mainstream schooling later.

Last year, PPFPMM had allocated RM180,000 which benefitted 244 Orang Asli primary students from SK Bukit Gemuruh in Pahang and SK Batu 14 in Perak. The students were provided with cashless bursaries via their student smartcard to pay for daily canteen meals and study materials.

PPFPMM is a staunch supporter of Orang Asli education and have been following the progress of the rural learning centres and the MyKasih 'Love My School' bursary programme since 2019.



Outdoor classroom sessions teach children about growing their own food.



A routine morning assembly before the commencement of classes.

Caltex Fuels STEM Learning In Johor Schools



CALTEX

Chevron Malaysia Limited, the company behind the Caltex brand and service stations in Malaysia, launched the latest edition of the Caltex Fuel Your School ("FYS") campaign in March 2024.

The briefing session conducted by Havva Agrotech also included a hands-on tour of the aquaponic system where students were shown how to cast vegetable seeds into the grow bed.

The initiative aims to revitalise interest in STEM (Science, Technology, English, & Mathematics) among school students and also empower them with 21st century learning skill sets through impact projects.

Beyond its academic focus on STEM, the campaign will extend its impact to address community needs, particularly in the vital areas of food security and sustainable agriculture. For example, the produce cultivated can cater to personal consumption of students, especially those in the B40 category. They can also be donated to underprivileged communities or sold to the wider community to contribute to local commerce and economy.

Based on last year's National Science Challenge 2023 theme, 'Ensuring Nation's Food Security through Science, Technology, and Innovation', Chevron and MyKasih started the programme's groundwork late last year and set out to award the smart aquaponic sets to schools highly in need of funding for STEM projects in the districts of Muar and Segamat in Johor.

15 high-need schools across the two districts were selected based on recommendations by the respective district education departments and proposed to local Caltex service stations for adoption under the FYS campaign.

On 19-20 March, Chevron and Caltex station representatives were present at Sekolah Kebangsaan Parit Pechah and Sekolah Kebangsaan Seri Menanti in Muar, and Sekolah Kebangsaan Kuala Paya and Sekolah Kebangsaan Kampung Paya Besar in Segamat, to observe students learning about food security and the global food crisis.



RM195,000
contributed



15
schools received aquaponic systems



Chevron recognises the need for high-quality and high-impact initiatives that help empower the communities in which we serve. Since its inception in 2012, the Caltex Fuel Your School programme has yielded many successful outcomes that have benefited schools and inspired students to secure a brighter future for themselves and the world around them. And now, this latest edition will create yet another platform that nurtures a space to enrich students' lives through education and practical learning. This project, that schools can easily adopt, leaves a low carbon footprint, with the ability to sustainably support communities.

Chevron Malaysia's Country Chairman, Dean Gilbert.



Caltex Fuel Your School ("FYS") is a Social Investment initiative by Chevron. The programme involves retail partners to aid in funding the school projects through voluntary tax-exempt contributions, training and workshop sessions, as well as school-organised community programmes.



Each system has the capacity to grow 420 vegetables on its 6 vertical pillars, dozens of fruits and herbs on the grow beds, and rear up to 50 freshwater fishes in its tank. Four months after receiving their aquaponics sets, the 15 beneficiary schools have successfully harvested a total of 110kg of healthy greens.



Two of the beneficiary schools, SK Temiang and SK Paya Jakas, had an early start to the project. Their aquaponics systems were installed in December 2023 and by March, the students have enjoyed three harvest cycles of vegetables.



Close to 25kg spinach, pak choy and okra were provided to the school's canteen for the schools' food programme, impacting close to 550 indirect beneficiaries.

“

MyKasih is delighted to remain a partner to Chevron for their Caltex Fuel Your School campaign in Malaysia. It has been twelve years of collaboration where we have helped distributed more than RM2.55 million worth of educational materials and cashless bursaries to high-need schools. This year, we put more emphasis on growing food as a vital life skill among the younger generation. We hope they will be inspired to pursue careers in sustainable agriculture or food technology to help the nation be food secure for many generations to come.

MyKasih Foundation Chairman & Co-Founder,
Tan Sri Dr. Ngau Boon Keat.



Through active participation, students can immerse in the intricacies of sustainable agriculture, aquaculture, and ecological interdependencies, fostering a profound understanding of real-world applications of science and technology.

MAHB Gets Students Ready To Go Back To School



In January 2024, Malaysia Airports Holdings Berhad (MAHB) partnered with MyKasih once again to provide school children with Back-To-School essentials in preparation for the new school term.

The annual MYAirportCARES Ceria Back-To-School campaign adopted the MyKasih cashless system to channel funds to beneficiaries, enabling the students to shop at partner retail outlets for schooling necessities. This year, 300 students received bursaries worth RM285 each via their MyKasih student smartcards.

150 students from Sekolah Kebangsaan Kota Warisan in Sepang, Selangor, shopped at AEON Mall Nilai on 15 January, assisted by MAHB staff from the Sepang airport.

Meanwhile, another 150 students from Sekolah Kebangsaan Tabuan Jaya in Kuching, Sarawak, shopped at AEON Mall Kuching on 29 January, accompanied by MAHB staff from the Kuching airport.



RM135,500

contributed



300

students provided with schooling essentials



100

families provided with RM500 one-off post-flood relief allowance



Malaysia Airports Holdings Berhad (MAHB) Senior General Manager Mohd Arif Jaafar (in grey) and Corporate Communications Senior General Manager, Shukreen Ma (in red) presenting the students of SK Kota Warisan, Sepang with their MyKasih smartcards for them to start shopping for schooling supplies.



Left to Right: MAHB Chairman Tan Sri Datuk Zainun Ali, MyKasih Foundation Deputy Chairman Jeffrey Perera, SK Tabuan Jaya Headmaster Mustapha Imbun. MAHB Corporate Communications General Manager Shukreen Ma, and Kuching International Airport Manager Jun Iskandar Murshidi with student beneficiaries from SK Tabuan Jaya.



We are happy to collaborate with MAHB on their MYAirportCARES' corporate responsibility outreach to aid families in need. The start of the school year undoubtedly places financial strain on low-income households as they equip their children with necessities such as bags, school shoes, books, uniforms, and stationeries. Our MyKasih 'Love My School' student bursary programme allows donors to provide underprivileged students with these requirements by ensuring that charity funds are spent on approved items under the programme. The children get excited about school when they shop for new things and there is nothing more rewarding than helping them pursue education without worry.

Chairman & Co-Founder of MyKasih Foundation, Tan Sri Dr. Ngau Boon Keat.

Post-Flood Relief For Kelantan Families

Under the MyKasih 'Love My Neighbourhood' programme, 100 families in Jeli and Gua Musang, Kelantan each received a cashless allowance of RM500 via their MyKad to shop for provisions under the post-flood relief programme, courtesy of Malaysia Airports Holdings Berhad (MAHB).

The families were selected based on economic status and those most affected by the floods. The assistance brought much relief to the families especially during the fasting month of Ramadan and in preparation for the upcoming Syawal celebration in April.

Representing MAHB during the "Meet & Greet" sessions over the weekend of 22-23 March 2024 were Kota Bahru Airport Manager, Haji Suhaimi Abdul Sani and Kota Bharu Airport Head of Engineering, Mohd Hasdy Yufaais Bin Mat Sidi.



Kota Bahru Airport Manager, Haji Suhaimi Abdul Sani giving the recipients a helping hand with packing as they shopped under the post-flood relief programme.



This family of four was thankful to MAHB for the generosity.



Personal hygiene care products such as body wash are one of the approved items under the post-flood relief programme.

“

Meeting the families and seeing them fill their shopping carts with food and household items was heartwarming. Every bit of help goes a long way in easing their burden. We wish them a joyful Hari Raya celebration this Syawal and hope that they are no longer troubled by the flooding incident they are recovering from.

Kota Bahru Airport Manager, Haji Suhaimi Abdul Sani.



The MAHB team were able to observe how the CSR funds benefitted families directly. The financial relief was much-appreciated by the Gua Musang and Jeli communities who had been affected by the floods.

UPS Roots For Community Food Security

MyKasih was awarded a 2024 grant amounting to USD30,000 from UPS Foundation for initiatives focused on disaster relief, as well as community well-being and food security in Penang and the Klang Valley.

Food Security

750 trees planted

On 24 May in Penang, 29 UPS staff volunteers worked hand-in-hand with local fishermen of the Penang Inshore Fishermen's Welfare Association (PIFWA) in Nibong Tebal to plant 600 mangrove saplings. The effort is aimed at establishing breeding grounds for fish and to protect the homes of the fishing community from storms and coastal erosion.

Two weeks after, 38 UPS volunteers planted 150 fruit trees around Victoria Institution, Kuala Lumpur's oldest secondary school. These fruits and vegetables will not only provide food for the hostel students residing in the compound but will also be distributed to the neighbouring poor and homeless community as part of the Victoria Institution Sustainability Society (VISS) outreach programme.



As part of its global climate action, UPS pledges to plant 50 million trees around the world by 2050 to help improve the quality of life, health and safety of communities.



Volunteers also germinated seeds and propagated cuttings of herbs and vegetables which were later planted at the Horticulture Centre in Victoria Institution Kuala Lumpur by the horticulture club members.



RM135,681
contributed



RM80,000
allocated for
disaster relief



RM55,681
allocated for community
food security initiatives



The 150 trees planted in Victoria Institution Kuala Lumpur include coconut, rambutan, guava, lime citrus, mango, ciku, starfruit, jackfruit, mangosteen, petai and many more. This was carried out in collaboration with SEEDS Malaysia and Victoria Institution Sustainability Society (VISS).

Hess Asia Adopts A Focus School In Kelantan

Injects Fun In STEM With Heritage Toy Trucks

On 27 March, Hess Asia launched the 'Love My School' cashless bursary programme in Sekolah Kebangsaan Parang Puting in Kota Bahru, Kelantan. The corporation aims to support 112 primary students with daily canteen meals and learning essentials via student smartcards into which a monthly allowance of RM80 is provided to each student, for a period of ten months.

The students and their parents, who are mainly fishermen and petty traders, were present during the event at SK Parang Puting to learn about Hess Asia and its collaboration with MyKasih Foundation. Hess Asia's contribution to the school was recognised by both the State and

District Education Departments as well as the school's Parent-Teacher Association. The charitable giving was commemorated with a Back-To-School distribution and a ribbon-cutting ceremony at the school's aquaponics edible garden.



Hess Asia distributed their limited edition collectible toy trucks to the student beneficiaries of SK Parang Puting, with the hope that it would foster passion for STEM.



Hess Asia External Affairs and Communications, Maryam Salwaana Kamal (fifth from left), handing over the mock cheque to Sekolah Kebangsaan Parang Puting Headmaster, Nik Zamri bin Nik Husin (sixth from left), in the presence of the Kelantan State Education Department Head Assistant Director of the Primary School Unit, Haji Mohamad Sauki bin Hussin (sixth from right), the Kota Bharu District Education Office Deputy of the Student Development Sector, Yusran bin Yaakub (fifth from right), and the PIBG Chairwoman, YDP Norizan binti Abdul Rahman (fourth from left).



The aquaponic systems are placed in the school's science garden, a dedicated outdoor STEM education space.



RM133,800
contributed



112

students supported with cashless bursaries and STEM education



Hess Asia intends to make SK Parang Puting its focus school this year, and as such, will be planning more activities with the school in the near future. I also hope the children will enjoy the gift from us. The Hess Toy Truck is a Hess family legacy. In 1964, our founder Leon Hess decided to offer families a fun, high quality, and affordable toy for the holidays as a goodwill gesture to customers.

In America, the Hess Toy Truck is used together with a specially curated STEM module as a core learning tool in fun and engaging STEM lessons. Since initiating the STEM Educational Outreach programme in 2016, Hess has donated over 125,000 toys valued at nearly USD5 million to thousands of schools in America. We are proud to inspire young minds and foster a growing passion for STEM through the toy truck programme. It is our hope that these trucks generate a positive experience in the classroom and drive a passion for learning for many years to come.

Hess Vice President of Asia,
Dato' Zhiyong Zhao.

Mondelēz International Empowers Women, Spreads Raya Cheer



Mondelēz International Malaysia, Head, Corporate and Government Affairs, Raja Zalina Raja Safran was happy to meet and interact with the families on their shopping day.

In February 2024, MyKasih and Mondelēz International (Malaysia) (MDLZ) collaborated to support and empower families in need. Dubbed #MDLZPrihatin, the community engagement programme started in the Ramadan month of March. 100 families in Kota Bharu, Kelantan, were each given RM250 via their MyKad accounts to shop under the MyKasih cashless food aid programme. Through MyKasih and #MDLZPrihatin, MDLZ plans to positively impact the lives of 1,000 families in 2024.

Baking to Make a Difference Spreading Generosity and Joy

In April, MyKasih and Cadbury Dairy Milk partnered to empower passionate home bakers to bake and sell 150,000 cookies as part of Cadbury's #KuihRayaDariHati (Baking From The Heart) initiative.

This initiative identified talented home bakers from the People's Housing Projects (PPR) in Lembah Subang and Seri Pantai in Kuala Lumpur. In the span of two weeks, the 15 bakers produced 150,000 cookies using Cadbury chocolates. They were packed into 2,000 tubs which were then purchased by Cadbury Dairy Milk and distributed to more than 30 welfare home and underprivileged communities via Food Aid Foundation to bring joy to their Raya celebrations.



RM95,000
contributed



100
families aided with
RM250 one-off food aid



150,000
cookies purchased and distributed
to 30 welfare homes and
underprivileged communities



Recipients are able to shop for a variety of food items such as flour, sugar, noodles and many more.



The bakers made each cookie by hand, working tirelessly throughout the fasting month of Ramadhan to ensure the cookies will be ready in time for distribution.

“

We appreciate Mondelez International (Malaysia) for their generous support in providing Ramadan food aid to 100 families in Kota Bahru, Kelantan. We are glad to be part of this community initiative, offering assistance and reigniting hope in these communities. Through #MDLZPrihatin, we are excited to contribute towards empowering more families in 2024. We look forward to providing targeted support across various needs, focusing on empowering women and fostering entrepreneurship.

MyKasih Foundation Chairman & Co-Founder, Tan Sri Dr. Ngau Boon Keat.



A baker from PPR Lembah Subang, Nur Sharzi Bashar, expressed her gratitude. "It is more than just money. Every cookie reminds us of the lives we touch. It keeps my late sister's dream of opening a café alive."



Completed cookies tubs were collected and then delivered throughout the month of Ramadhan.



“
The determination and dedication of these women to improve their lives and their families is an inspiration to us. We hope this project similarly inspires others to support local communities.
Mondelez International (Malaysia & Singapore) Marketing Head, See Mei Sin.



Bakers from PPR Seri Pantai worked together to make 1,000 tubs of Cadbury Chocolate Tarts to be distributed to other families in need during Hari Raya Aidilfitri.



Mondelez and the 15 bakers from PPR Seri Pantai and PPR Lembah Subang were recognised by the Malaysia Book of Records for their impressive feat in producing 150,000 homemade cookies in two weeks. Certificates of Recognition were awarded to the three parties in June 2024 at the Mondelez office in Petaling Jaya. Witnessing the presentation of certificates to the bakers, represented by Sharzi (eighth from left) and Saraswathy (seventh from right) were staff of Mondelez and MyKasih Foundation.

AEON Fantasy Adopts A School For 3 Years



JPY3 million
contributed



45
students supported with
bursaries for three years

A cheque presentation from Aeon Fantasy's General Manager of Business Support, Christine Chan, to MyKasih Foundation's Deputy Chairman, Jeffrey Perera, at Wisma MyKasih on 10 May 2024.

Aeon Fantasy contributed JPY3 million (~RM91,000) towards the MyKasih 'Love My School' bursary programme to support 45 students over a period of three years. The student beneficiaries are studying in Sekolah Jenis Kebangsaan Cina (SJKC) Yok Poon, a primary school in Pengerang, Johor, which has been under MyKasih's support since 2012.

AEON Fantasy Co. Ltd is a Japan-based company incorporated in 1997, specialising in the operation of entertainment facilities in shopping centres. Their brands include Mollyfantasy, FANTAZIA, PALO, kidzoona, FANPEKKA Kid's Box by kidzoona, Tiny Mollyfantasy, and FantasyApps.

This is the first time the company is collaborating with MyKasih Foundation on a long-term programme focused on children's education.



At AEON Fantasy Malaysia, our CSR purpose is to inspire enthusiasm in every child so that there is a smile on every face.

AEON Fantasy General Manager of Business Support, Christine Chan.



The cashless bursary programme enables student beneficiaries to purchase canteen meals and other classroom supplies at school via their smartcard.

SK Bukit Lanjan Shines At National Rugby Championships

DIALOG

In January, SK Bukit Lanjan, an urban Orang Asli (OA) primary school in Damansara Perdana, hosted the second Bukit Lanjan Rugby Championship. The two-day event featured 24 under-13 boys' teams and 22 under-13 girls' teams from across Malaysia.

Beyond rugby, SK Bukit Lanjan students have also excelled in football, remaining state champions among indigenous schools and representing Selangor at the national level for the past two years.

Supported by DIALOG since 2014, SK Bukit Lanjan has transformed from the lowest-performing school in Petaling district to one of the top OA schools in the state, highlighting the importance of sports in child development.



Shahzidan Bin Zainal

SK Bukit Lanjan graduate, Shahzidan Bin Zainal, earned a spot in SMK Damansara Utama's secondary boarding school on a rugby ticket.

“

Over the years, the students of SK Bukit Lanjan have steadily demonstrated their prowess in sports. We focused our interventions on giving them training and exposure, and providing them with nutrition and the equipment they require to perform on par with their peers. We are proud of Shahzidan's achievement as he navigates secondary schooling in SMK Damansara Utama. He is an inspiration and we hope the other students will follow in his footsteps.

MyKasih Foundation Chairman & Co-Founder, Tan Sri Dr. Ngau Boon Keat.



The host school's boys' team, the Lanjan Tigers, finished as runners-up, while the girls' team, the Lanjan Lynx, secured third place. SK Bukit Lanjan was one of only three OA teams in the competition, showcasing their strong performance at the national level.

SC Johnson Conducts Community Health Awareness On Dengue

In February, SC Johnson gave an awareness talk on dengue to residents of Pantai Dalam's PPR Seri Cempaka in Kuala Lumpur as part of their community engagement efforts.

PPR Seri Cempaka is part of the affordable housing scheme for low-income families. They had reported at least 11 dengue cases in 2023 and are constantly plagued with mosquitoes.

Speakers from SC Johnson and Malaysian Red Crescent shared facts and statistics on dengue cases in Malaysia, the breeding habits of Aedes mosquitoes, as well as simple yet effective measures

that can be practiced at home to prevent dengue.

In addition to the talk on dengue, members of Persatuan Belia Seri Cempakai Cempaka, SC Johnson staff and InvestKL volunteers, tidied two residential blocks and common areas in a gotong-rong community cleanup session.

SC Johnson also supported each of the 300 families at PPR Seri Cempaka with a one-off aid of RM300 via their MyKad to purchase essential food items and back-to-school supplies at participating retail outlets under the MyKasih 'Love My Neighbourhood' programme.



RM90,000
contributed



300
families supported with
food aid



A health check booth was set up by Malaysian Red Crescent Society to test visitors' blood glucose, blood pressure and cholesterol levels.



Recipients under the cashless food aid programme are able to choose from a wide variety of essential food items.



Recipients use their MyKad to make cashless payments for their purchases.



The SC Johnson team distributing household goods to residents of PPR Sri Cempaka.

Uchi Technologies Supports Education And Food Security In Penang



RM54,480
contributed



50
students aided
with bursaries



585
mangrove trees planted



Students supported by Uchi Technologies Berhad waiting in line to purchase their food with their MyKasih smartcard.

Uchi Technologies Berhad (Uchi), a Penang-based company specialising in Original Design Manufacturing (ODM) of electronic control systems, is partnering with MyKasih Foundation to contribute towards education and food security initiatives in Penang.

As part of their ongoing efforts to ensure that no child is left behind in receiving an education, Uchi is supporting 50 students from Sekolah Kebangsaan Padang Tembak in Ayer Hitam, Penang. These students, hailing from low-income households, are benefitting from the 'Love My School' cashless bursary programme where they each receive RM80 monthly via their MyKasih smartcards.

Throughout 2024, their monthly allowance can be used to make cashless purchases of canteen meals and classroom supplies, such as books and stationeries, ensuring they have the necessary resources to study.

Additionally, Uchi supported a food security initiative by the fishing community of Nibong Tebal, known as the Penang Inshore Fishermen's Welfare Association (PIFWA). Uchi's contribution of 585 mangrove saplings, planted by their volunteers alongside local community members, adds to the conservation of vital fish nursery grounds for the fishing industry. This ensures the sustainability of the coastal livelihoods while protecting the country's natural heritage.



The 585 mangrove seedlings contributed by Uchi helps PIFWA and the local fishing community conserve the ecosystems that directly impact their livelihoods.



We are pleased to collaborate with MyKasih Foundation to significantly contribute to the welfare and future of Penang's communities. We hope that our contributions to SK Padang Tembak and PIFWA will help enhance the education and food security of students and coastal communities.

Uchi Technologies Berhad.

Happenings In The Field

DIALOG



Gotong-royong with SK Kampung Tunku & SK Bukit Lanjan



67

volunteers participated in the school clean-up

A total of 67 DIALOG employees volunteered at Sekolah Kebangsaan Kampung Tunku and Sekolah Kebangsaan Bukit Lanjan in Petaling Jaya, Selangor, on 27 April and 11 May respectively. Both primary schools are located nearby DIALOG Group's headquarters and have been beneficiaries of the 'Love My School' bursary programme for more than 10 years.

Commonly referred as gotong-royong, these clean-up activities were done to prepare the school for various upcoming events such as the Selangor Education Carnival for Orang Asli Schools on 3-4 July 2024 which SK Bukit Lanjan hosted.



At SK Kampung Tunku, volunteers painted school walls, re-decorated classrooms, and rearranged books and shelves in the library.



At SK Bukit Lanjan, volunteers gave the hallway and computer lab fresh coats of paint and added soil to the school field to level out uneven areas.



SK Bukit Lanjan's edible garden had the volunteers weeding, mixing soil, and planting seedlings.



Gotong-royong with PPR Lembah Subang

20 staff volunteers from DIALOG Group returned to PPR (People's Housing Project) Lembah Subang, Petaling Jaya, Selangor, for a river clean-up and plastic upcycling workshop on 1 June 2024.

The workshop was held in conjunction with DIALOG's 2024 HSE Week and facilitated by Upcycled by Fuze Ecoteer, a social enterprise dedicated to working with local communities to improve waste management in urban areas.

During the clean-up session, volunteers picked up and sorted through the litter, separating the items into various recyclable and non-recyclable categories. Data collected from the waste audit were contributed to a global citizen science clean-up database. A total of 107.58 kg was collected, with plastic bags and bottles making up the majority.



20

volunteers participated in river clean-up and plastics upcycling



107.58 kg

of waste collected and sorted



Volunteers rotated between cleaning up the areas close to the riverbanks and sorting recyclable plastics.

During the plastic upcycling workshop, volunteers worked alongside the local community to sort plastics into different types and colours. Plastic straws and bottles were cleaned and then shredded to be upcycled into other plastic products.

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.

How You Can Help...

We rely on funding from donors to carry out all of the above community and school programmes. Companies are welcome to adopt MyKasih's programmes and brand them accordingly as part of their on-going corporate social responsibility initiatives.



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-exempt.**

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



MyKasih Foundation

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 or +603 7720 1800.

MyKasih
Love My Neighbourhood

MyKasih Foundation would like to acknowledge its donors & partners

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- The Malaysian Indian Transformation Unit (MITRA)
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- UPS
- Western Digital Corporation
- Yayasan Hartalega
- Yayasan Hasanah
- Yayasan Pasir Gudang
- Yayasan Petronas

Government Ministries & Agencies

- Central Bank of Malaysia
- East Coast Economic Region Development Council (ECERDC)
- 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 Finance
- 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
- Northern Corridor Implementation Authority (NCIA)
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government

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- Agensi Kounseling dan Pengurusan
- Guwas Kopezison College
- HAVVA Agrotech Sdn Bhd
- JC Inai
- Kassim Chin Humanity Foundation
- Kredit (AKPK) of Bank Negara Malaysia
- Kuen Cheng High School
- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- Malaysian CARE
- National Population and Family Development Board
- Pertubuhan Komuniti Kasih Selangor
- Reef Check Malaysia
- Sarawak Unity Education Fund
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- UMP Advanced
- UMK Business Venture
- Upcycled by FE
- Urban Hijau
- Urban Farm Tech

Partner Retail Stores

- AEON
- Bataras Sdn. Bhd.
- Boulevard Hypermarket (Sarawak)
- C-Mart
- CKS Supermarket (Sabah)
- FS Family Store
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- KSUTAMA1 Stores Sdn Bhd
- Kim Hock Supermarket
- Lotus Stores (formerly TESCO)
- Lulu Hypermarket Malaysia
- Metamorf Supermarket (Klang Valley)
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Nirwana Hypermarket Sdn Bhd
- Pasaraya Aktif
- Pasaraya Bilal (Kelantan)
- Pasaraya Econjaya
- Pasaraya Econo
- Pasaraya Hoe Soon
- Pasaraya Millennium
- Pasaraya Ong Tai Kim (Klang Valley)
- Pasaraya PKT
- Pasaraya Samamaju
- PCK Fresh Mart Sdn Bhd
- Segi Fresh
- ST Rosyam Mart
- Sunshine Square
- TF Value Mart
- The Store (nationwide)
- Tunas Manja
- 99 Speedmart

NGOs

- House of Hope (Penang)
- Miri Dayak Association
- PACOS Trust
- 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)
- Sabah Women Action-Resource Group (SAWO)
- Yayasan Pasir Gudang
- Yayasan Pengerang
- Yayasan Muafakat Pontian

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