



MyKasih News

Bi-annual publication for MyKasih Foundation | Issue 38 | July - December 2024



Smooth Run For Government's SARA 2024 Household Essentials Aid Scheme For Low-Income Families

page 8...

Paynet & ALR's Sentuhan Ikhlas Campaign Uplifts B40 Communities

page 10...



Hess Promotes Literacy & Environmental Education In Schools

page 12...



What's Inside

ISSUE 38 | JULY - DECEMBER 2024

EDITORIAL COMMITTEE

Editor-in-Chief
Jeffrey Perera

Senior Editor
Shafinaz Suhaimi

Editorial Team
Asha Chitra Devi
Melisa Chan

Design Team
Siti Katijah
Tay Thien Luh

CONTRIBUTION AND FEEDBACK

The Editorial Committee welcomes any contribution or articles / feedback from all staff of MyKasih Foundation and its donors and support partners. Please forward the articles / feedback to :

MyKasih Foundation
DIALOG TOWER,
No. 15, Jalan PJU 7/5,
Mutiara Damansara,
47810 Petaling Jaya,
Selangor Darul Ehsan,
Malaysia.
Email : info@mykasih.com
Tel : +603 7720 1800
Fax : +603 7725 1484

All rights reserved. No part of this newsletter may be reproduced in any form or by any means without written permission from the Editorial Committee.

Front Cover:

Smooth Run For Government's SARA 2024 Household Essentials Aid Scheme For Low-Income Families.

- 03** Chairman's Message
 - 04** Overview Of MyKasih
 - 06** MyKasih Today
 - 06** Board Of Trustees
 - 07** MyKasih And The UN SDGs
-
- 8** Smooth Run For Government's SARA 2024 Household Essentials Aid Scheme For Low-Income Families

- 10** Paynet & ALR's Sentuhan Ikhlas Campaign Uplifts B40 Communities
- 11** Lamborghini Community Malaysia Charity Drive 2024
- 12** Hess Promotes Literacy & Environmental Education In Schools



- 14** PFPMM Enables Capacity Building & STEM Education For Asli Students
- 16** JTI Malaysia Activates Post-Disaster Relief



- 18** Mondelēz International (Malaysia) Spreads Joy And Builds Resilience In Communities
- 20** EnQuest Fosters Orang Asli Growth And Learning Beyond The Classroom
- 21** Linde Malaysia Promotes Green Thumbs In School
- 22** Rugby Development Paves Solid Future Pathways For Asli Students

- 24** SC Johnson Steps Up To Support Flood-Affected Families
- 25** HEINEKEN Cares Brings Deepavali Cheer To 120 Families
- 26** Johor Schools Benefit From Sekolah Bola Football Clinic
- 27** Local Mart Gives Back To The Community
- 28** Brewing Opportunities For Youths



- 29** 9th Annual Charity Musical In Aid Of Asli Education Fund
- 30** OXY Focuses On Improving Literacy
- 31** AMD Drives Innovation & Opportunity For Underserved Students
- 32** LWAM Boosts STEM Learning In SK Bukit Tampoi
- 33** ConocoPhillips Sponsors Three STEM School Gardens
- 34** VIVO Shares EURO Fever With Grassroots Footballers!

Volunteering For The Community And Environment

- 36** DIALOG Volunteers Support Community Food Security
- 37** Volunteers Unite To Clean Pantai Batu Laut
- 38** SK Bukit Lanjan Celebrates 40th Annual Sports Day
- 39** MyKasih App Launched To Enhance Recipients' Shopping Experience
- 40** Educator Spotlight
- 42** Make A Difference
- 43** Acknowledgements

Chairman's Message

Dear Friends,

MyKasih Foundation was entrusted by the Federal Government to implement Program Sumbangan Asas Rahmah (SARA) in Peninsular Malaysia for the year 2024. The twelve-month initiative was successfully completed on 31 December with more than RM450 million of aid channeled to 489,181 recipients.

The MyKasih team is now working to commence SARA 2025 on January 15th for an estimated 820,000 recipients nationwide, this time covering Sabah, Sarawak, and Labuan. With support from the Ministry of Finance, and the state governments of Sabah and Sarawak, we are confident that the programme's roll-out into these states will proceed smoothly.

We are indeed delighted to be given the opportunity to use MyKasih's MyKad system to deliver targeted aid to Malaysians in need. Come April 2025, the SARA programme will be extended to 5.4 million recipients from the Government's eKasih and Sumbangan Tunai Rahmah (STR) databases of poor and hardcore poor.

On top of the cash aid these recipients will be receiving in their bank accounts, monthly entitlements of RM50-RM200 will be deposited into their respective MyKad accounts to shop for food, basic medicines, hygiene care products, and schooling necessities at more than 3,500 participating retail outlets under the SARA programme.

Notwithstanding the efforts put into the Government's SARA initiative, MyKasih continues to collaborate with the private sector to implement community development programmes, school sports, and STEM initiatives, and the mobilisation of aid to families affected by disasters.

The 'Love My School' student bursary programme this year benefitted more than 4,700 students in 55 schools, courtesy of 12 corporate donors. Others have also come forward to provide one-off Back-To-School support and educational materials like aquaponic systems, robotics kits, and even an interactive community library bus!

In anticipation of the wet months ahead, we are standing by to deliver post-flood assistance to affected households. We are grateful for the cooperation from the district offices, agencies, and frontliners for assisting us with the groundwork.

We truly appreciate all the trust and support we are receiving, with which we hope to perform our duties responsibly and expediently for people in need. On that note, we look forward to continued collaborations and we wish everyone a kind, peaceful and harmonious 2025!

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, as well as 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 Nazrin 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

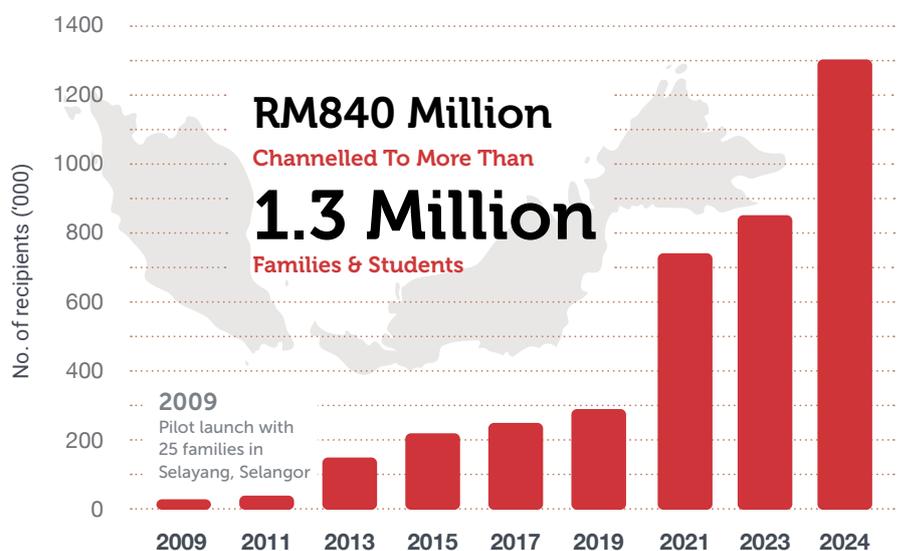
MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in 2009. By the end of 2024, we have channelled RM840 million via the MyKasih cashless payment system to more than 1,300,000 families in over 400 locations nationwide, which include primary and secondary 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
700
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.

Smooth Run For Government's SARA 2024

Household Essentials Aid Scheme For Low-Income Families

MyKasih Foundation was engaged by the Government to implement a targeted aid programme via the MyKad for the Sumbangan Tunai Rahmah (STR) recipients who fall under the Hardcore Poor and Poor categories. The MyKad method of aid distribution was limited to the Peninsular Malaysia recipients, while for those in Sabah, Sarawak, and Labuan, the aid was given in cash direct into their bank accounts.

eKasih, which is often mistaken for MyKasih, is a national database maintained by the government for the purpose of planning, executing, and monitoring poverty eradication programmes.

After a successful six-month pilot in 2023, MyKasih executed the Government's Sumbangan Asas Rahmah (SARA) initiative in 2024 for a full twelve months, commencing 22 January 2024. The poor and hardcore poor in the Government's eKasih database were given RM50 (for *bujang*, or youth and elderly without spouse) and RM100 (for households) per month via their MyKad.

Recipients were encouraged to download the MyKasih app to check



In addition to essential food items, recipients are also able to purchase personal hygiene products under the SARA initiative.

their available balances in their MyKad account and determine where the participating retail outlets are located.

The app was developed to help recipients track shopping fund balances (real-time) and provided listings of nearby participating retail outlets recipients could visit.

At the close of the programme, 139,879 recipients downloaded and used the app. The rest of the recipients without access to the app were able to



RM464.8 million
allocated



RM451.7 million
spent by 489,181 recipients

either refer to the MyKasih website to check on their eligibility status or list of outlets, contact the MyKasih hotline for support, or use the Whatsapp messaging system to check their available MyKad account balances.

The 2024 SARA programme also saw an expanded list of approved items.

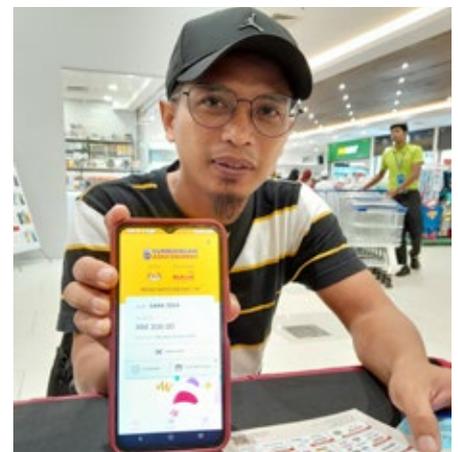
In addition to the 10 basic food categories, selected OTC medicines, schooling items, and personal hygiene care products were also made available to recipients.



Families are given a pamphlet that provides a brief overview of how to access their aid via the MyKad as well as a general list of eligible items and brands under the programme.



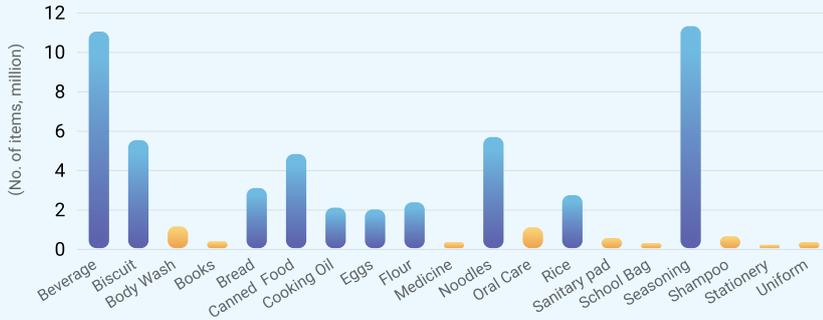
A mother with her children during their first round of shopping under the SARA initiative. Recipients can carry forward their balance to the next month if they do not fully utilise the current month's allocation.



The MyKasih app enables recipients to check the balance funds available in their MyKad.

SARA 2024 ended on 31 December with 97% of the RM464.8 million allocation spent. The 489,181 recipients purchased approximately 53 million items, amounting to RM451.7 million.

Overall Quantity of Products Purchased

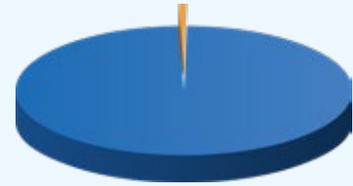


Beverages	Biscuits	Rice	Noodles	Seasoning	Bread	Canned Food	Cooking Oil	Eggs	Flour
10,776,155	5,471,799	2,755,006	5,884,405	11,033,881	2,877,507	4,804,621	2,121,985	2,082,208	2,325,455
Body Wash	Oral Care	Books	Sanitary Pads	School Bags	Medicines	Shampoo	Stationery	Uniform	
1,084,900	953,753	2,627	662,898	1,513	121,253	483,353	112,681	13,414	

Summary Of Funds Utilised

Overall SARA 2024 Utilisation: RM451.7 million (97%)

Bujang Utilisation, 99.5%



(RM85.5 million spent out of RM85.9 million allocated)

Household Utilisation, 96.7%



(RM366 million spent out of RM379 million allocated)

707 merchant outlets participated in the SARA 2024 programme. 63% of the total aid allocation were transacted in **Kelantan, Kedah, Terengganu, and Perak**, which are peninsular states with the highest number of registered poor.

Summary SARA Budget Spend by State

(Highest states : Kelantan > Kedah > Terengganu > Perak)



We are honoured to be given this opportunity once again to use the MyKad technology to drive the country's targeted welfare distribution. The results show the efficiency of the system in managing aid, ensuring that rightful recipients use the aid as intended. We are also touched by the independent efforts of our merchant partners who supported the Government's SARA initiative by providing **Jualan Rahmah** or discounted prices on essentials specially for SARA recipients. This allowed the poor to stretch their ringgit further. We thank you for all your support in ensuring the smooth-running of SARA and look forward to continued cooperation.

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

Paynet & ALR's Sentuhan Ikhlas Campaign Uplifts B40 Communities

Amanat Lebuhraya Rakyat (ALR) has partnered with Payments Network Malaysia (PayNet) to launch Sentuhan Ikhlas, a corporate social responsibility (CSR) campaign that transforms every toll payment using MyDebit into an opportunity to support B40 families across Malaysia.

Through this initiative, motorists using any of Amanat Lebuhraya Rakyat's 152 MyDebit enabled toll lanes on KESAS, LDP, SMART, and SPRINT, can now effortlessly contribute to supporting those in need. Each MyDebit toll transaction made at these highways contributes to this goal – for every time a motorist taps to pay, PayNet contributes the funds to MyKasih Foundation.

The campaign released a total of RM500,000 to MyKasih Foundation in three tranches upon reaching 5 million MyDebit transactions beginning September 2024. This RM500,000 enabled 1,000 low-income families in Johor, Melaka, Kedah, Kuala Lumpur, and Selangor to purchase food and household essentials using their MyKad.

Speaking at the launch event on 24 September 2024, ALR Group Chief Executive Officer, Sazally Bin Saidi shared how Sentuhan Ikhlas embodies the power of collective kindness through everyday actions. "Each MyDebit payment at our

tolls represents a small act of kindness that, together, makes impact on the lives of many. We hope this inspires more motorists to join us in helping fellow Malaysians in need."

By participating in the Sentuhan Ikhlas campaign, motorists not only supports a noble cause but also effortlessly benefit from the convenience and safety of payments using MyDebit on these highways.



Each beneficiary received RM500 under the Sentuhan Ikhlas campaign.



By working together, ALR and PayNet creates a technology driven opportunity for motorists to contribute meaningfully.



RM500,000
allocated



1,000
families aided with food aid



PayNet is excited to see MyDebit being integrated into daily motoring while making a positive impact on underserved communities. Furthermore, we hope that MyDebit continues to enhance convenience for motorists, simplifies toll payment while contributing to a meaningful cause. Through Sentuhan Ikhlas, every MyDebit transaction is an opportunity for all parties to drive positive impact.

PayNet Commercial Division
Senior Director,
Azrul Fakhzan Bin Mainor.

Lamborghini Community Malaysia Charity Drive 2024



On 14 September 2024, MyKasih welcomed 35 delegates from Lamborghini Community Malaysia (LCM), Robb Report Malaysia, and sponsors of their charity drive.



RM100,000
contributed

LCM members and its sponsors contributed RM100,000 to fund MyKasih programmes in marginalised communities, focusing on food security and sustainable livelihood initiatives.

(Left) The spectacular arrival of 18 supercars at the lobby of Wisma MyKasih.



Lamborghini Community Malaysia members join their President, Andy Cheeng (back row, 10th from left) during the handover of the mock cheque to MyKasih Foundation Deputy Chairman, Jeffrey Gerard Perera (back row, 13th from left).



MyKasih Foundation Deputy Chairman Jeffrey Perera giving a welcome address, introducing LCM members to the causes the foundation champions.



We are proud to partner with MyKasih Foundation in supporting underserved communities. Through this contribution, we hope to drive meaningful change by addressing food security and empowering individuals with sustainable opportunities for a better future.

Lamborghini Community Malaysia President, Andy Cheeng.

Hess Promotes Literacy & Environmental Education In Schools

Hess Asia continues to positively impact communities via initiatives designed to empower students and support underserved communities.

In April 2024, Hess named Sekolah Kebangsaan Parang Putting (SKPP) in Kota Bharu, Kelantan as their 2024 focus school. The 'Love My School' (LMS) cashless bursary programme was launched, benefiting 112 students with daily allowances to pay for canteen meals and learning materials. The company

also sponsored an aquaponic system to upgrade the school's garden.

Since then, Hess has sponsored several education projects at SKPP, including the school's English Month and Career and Health Awareness Week. The highlight of the school's year was the Interactive Library Bus which Hess also sponsored. The refurbished bus serves as a vibrant learning hub with a spacious outdoor seating area.



RM263,400

contributed



112

students supported with cashless bursaries and STEM education



52

families supported with cashless food aid



35

students provided with after-school support and environmental awareness



1

interactive library bus installed



Designed to ignite a love for reading and discovery, the library provides an engaging and accessible space for students and the wider community.



The school headmaster, Encik Nik Zamri (second from left), showcasing the interior features of the library bus to Hess Asia External Affairs and Communications, Maryam Salwaana Kamal (left most).



Reading corners were set-up opposite the bus to provide more space for students to gather and read together.



A student from SK Parang Putting demonstrating the cashless bursary system during the launch event with Hess earlier this year.

Meanwhile in Klang Valley, Hess is making a meaningful difference for the underserved community of PPR Lembah Subang. Through its support of the Shelter After School (SAS) programme, Hess ensures that students have a safe and conducive space to gather and learn after school. To further enrich the programme, Hess introduced 'EDENteers,' an engaging environmental awareness initiative, which was incorporated into SAS activities over a four-week period.

Hess extended its care to the wider community by providing cashless food aid to 52 families from PPR Lembah Subang. Each family receives RM100 monthly for 12 months via their MyKad, enabling them to purchase essential food and personal hygiene care products at designated retail outlets.

With Hess' support, MyKasih's mission of creating caring communities can be amplified, with the goal of bringing about a brighter and kinder future for all.



The 52 families are grateful to Hess for the monthly cashless food aid.



A community member (bottom right) teaching SAS students how to sow seeds and grow their own food.



SAS students learning to fry eggs using cooking gas produced by composted organic materials in the biogas chamber behind them.

“

From fostering innovative and safe learning spaces to providing families with food aid, Hess is deeply committed to creating deep and lasting impact for underserved communities. We are grateful for the partnership with MyKasih and we look forward to jointly reaching out to more communities in need.

Hess Vice President of Asia, Dato' Zhiyong Zhao.



Hess staff volunteers joined an EDENteer session for an engaging sharing session with the SAS students.

PPFPMM Enables Capacity Building & STEM Education For Asli Students

The MyKasih OA Education Fund supports a multitude of initiatives, including support of rural community learning centres or *Pusat Didikan Komuniti* (PDK). The PDKs were selected based on incidences of chronic malnutrition observed in young children below the age of 6 years, who were also challenged with accessing mainstream education (i.e. school located too far and the children were too young to be sent to boarding school).

Support is currently being given to nine PDKs in Perak and Pahang, benefitting an average of 400 students between the ages of 4 and 14 years with daily meals, lessons, and learning materials. For 2024, Program Pertukaran Fellowship Perdana Menteri Malaysia (PPFPMM) contributed RM200,000 to ensure that the nine PDKs continue to operate.

Since 2017, local community teachers have been trained in conducting classes using specially curated modules and lesson plans based on indigenous cultural traditions, knowledge, and lifestyle. In the

last five years, notable impacts of the PDK support include zero hunger, better health, and improved literacy.

PPFPMM's funding has also facilitated vital monitoring and capacity-building activities to enhance the quality of education and management of village PDKs.



Regular monitoring visits help ensure PDKs receive adequate community support to effectively meet the educational needs of their students, fostering sustainable impact.



PDKs complement classroom learning with practical skills like weaving and fish trap making, preserving traditions that are integral to their culture.



RM250,000
contributed



9
rural learning centers supported



1
school equipped with an aquaponics system



125
students supported with Back-To-School sets



PDKs not only enhance basic literacy but also help Orang Asli children develop discipline and structure by familiarising them with class schedules, assemblies, and school routines, easing their transition into mainstream education.

Beyond early childhood learning at their PDKs, students have the option of moving on to national-type school (*sekolah kebangsaan*) or transition into alternative schools such as Dignity For Children Foundation (primary education), Dignity Academy, SOLS24/7 Academy, Monfort Youth Training Centre, and Guwas Kuposizon College, Sabah. The latter four centres focus on vocational studies such as food farming, computer hardware and software refurbishments, solar panel installation, food catering, hospitality, sewing skills, and beauty styling (hair-dressing and make-up).



A PDK Tual student shares about her community at the PDK Teacher's Meeting, as a showcase of PDK Tual's progress and achievements in educating their students.

JC Inai, the Orang Asli-led social enterprise aiming to promote equal and quality educational opportunities for Orang Asli children, organised a PDK teachers meeting on 12 December 2024 in Ipoh, Perak. This gathering provided a valuable platform for the teachers to connect, share their experiences, discuss challenges, and exchange best practices in managing and teaching at PDKs.



Parents of the SK Sg Sampo students are grateful for the timely sponsorship of the Back-To-School sets by PFPMM.



At the same time, another learning centre in Kampung Asli Ulu Ruai, Pahang, received STARLINK internet connectivity for students to access virtual tuition classes given by Kuala Lumpur-based volunteer teachers, while being supported by local Asli teacher assistants.

In their continued commitment toward Orang Asli children's education, PFPMM contributed an additional RM50,000 to support 125 students from Sekolah Kebangsaan Sungai Sampo in Negeri Sembilan with Back-To-School sets, ensuring they are prepared to start the 2025 school year with confidence. The school will also be equipped with an aquaponics system to encourage hands-on STEM learning and enhance food security for the students.



All 9 PDKs were represented by 16 of 18 teachers during the PDK Teacher's meeting in Ipoh.

“

We are deeply grateful for PFPMM's support of children's education, especially those in rural communities. It is heartwarming to see the children being exposed to opportunities beyond their village, and for them to dream big and wanting to do well for themselves. What is even more inspiring is their desire to give back to their people and see that their communities thrive. We wish them all the best and hope that they be the generation of changemakers.

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

JTI Malaysia Activates Post-Disaster Relief

Supports communities with food aid, disaster recovery, and livelihood opportunities

Throughout the year whenever the needs arose, JTI Malaysia reached out to lend families some support, especially those affected by natural disasters such as the floods. Assistance was rendered in the form of short-term aid (for a duration of one to three months) to targeted beneficiaries spread across seven states, namely Pahang (Jerantut), Kelantan (Pasir Mas), Terengganu (Kuala Terengganu), Melaka (Ayer Keroh), Negeri Sembilan (Seremban and Johol), Klang Valley (Batu Caves, Kajang, and Klang) and Penang (Tasek Gelugor).

In October, JTI allocated RM90,000 to support the Kuala Koh Orang Asli community in Gua Musang, Kelantan, under a one-year food aid programme. The Kuala Koh community has a population of 300 people (averaging 70 families) who were previously aided during the Covid-19 pandemic.

From October 2024 to September 2025, each family in the village receives RM100 monthly to shop for food supplies at a participating retail outlet located in Kampung Aring.



RM155,600
contributed



A big thumbs up to JTI for their swift response to the Kuala Koh's appeal for help.



Recipients from Kuala Koh attending the briefing session before proceeding to shop at the merchant outlet.



A recipient with his groceries to be paid for using his MyKad under the cashless food aid programme.

Support for Kampung Orang Asli Ong Jangking, Gerik, Perak

Earlier in 2023, JTI met an urgent appeal to rebuild a rural village in Perak, Kampung Ong Jangking, which was damaged by wild elephants. RM20,000 was used to purchase food, a small boat with an engine to transport goods from across the river, a chainsaw to harvest forest materials to rebuild homes, and solar power systems. A portion of the funds were used to rent machinery for village road repairs which the villagers use to go to town.



Condition of the dirt road connecting Ong Jangking to the main road before repairs. Long stretches of road had been eroded during the rainy season.



With the Kilim Hub, the MAH-SURI ladies have a space to host more visitors and receive more materials from partners such as linens from hotel partners to be upcycled into new products.

Support For Women: MAH-SURI initiative in Langkawi, Kedah

JTI Malaysia continues to support women under the MAH-SURI initiative in Langkawi. Having earlier supported 100 women in Langkawi with sewing skills, MyKasih is furthering its collaboration with SURI Inspirasi, a social enterprise operating a community production hub in Kilim, to expand the women's livelihood opportunities by training them in other complementary skill sets.

Beyond producing local handicrafts, fashionable clothes, and corporate/school uniforms, the women are being exposed to new skills in batik canting and eco-printing.

It is with hope that the women who have been trained by SURI will be able to meet job orders coming through supportive members of the community, such as Ritz Carlton, The Datai, and many others.



MAH-SURI ladies working on their projects to fulfill client needs at the Kilim Hub.



SURI Lifestyle founder, Sally Ahmad (4th from right), with the MAH-SURI ladies as they commemorate the launch of their new product: school uniforms.

Mondelēz International (Malaysia) Spreads Joy And Builds Resilience In Communities

Following a successful collaboration during the Hari Raya festivities, Mondelēz International (Malaysia) continued their partnership with MyKasih Foundation to create lasting impact in communities through their CSR banner, #MDLZPrihatin.

Sports Clinic at SK Bukit Lanjan

September 2024

Through its biscuit brand 'Tiger', Mondelēz organised a sports clinic for students of Sekolah Kebangsaan Bukit Lanjan. 198 students, including pre-schoolers and the special needs class, rotated through four engaging sports stations - badminton, rugby, football, and handball. They were guided by the older students from Standards 4-6 and their supportive teachers.

Beyond the fun, the clinic nurtured strength of character, teamwork, and discipline while enabling the school to scout for new talent to build on its impressive track record in sports such as rugby and handball.

A heartfelt thanks to Mondelēz for championing active lifestyles and fostering strength and resilience in these young learners!



The students of SK Bukit Lanjan are grateful to the Mondelēz and Tiger teams for energising morning.



Older students were tasked to teach and guide their younger peers during the sports clinic.



Students taking turns practising their football skills.

Mondelēz
International
SNACKING MADE RIGHT



RM85,524
contributed



10
women empowered through
a baking initiative



100
families & 2 elderly homes
supported with cashless food aid



198
students participated
in a sports clinic



The #MDLZPrihatin initiative exemplifies Mondelēz International's dedication to creating shared and lasting value for communities in need. Through sports, baking, and festive celebrations, the programme continues to empower individuals, foster connections, and spread joy across Malaysia.

Mondelēz International (Malaysia) Head of Corporate & Government Affairs, Raja Zalina Raja Safran.

Baking Joy for Deepavali

November 2024

Cadbury Dairy Milk, the iconic chocolate brand under Mondelēz, once again partnered with the same women bakers they collaborated with during Hari Raya. Working from the residential flats of PPR Seri Pantai and PPR Raya Permai, these talented women baked 1,000 tubs of festive cookies that were then distributed to underserved communities, spreading warmth and joy during Deepavali.

Additionally, 100 eligible families from the two PPRs received RM250 in one-off cashless food aid, ensuring they had basic kitchen ingredients to cook for the Deepavali celebrations.



Cadbury chocolate chip cookies, baked by local women bakers from the same PPRs, were distributed to the families during their shopping.



Families under the cashless food aid programme were thankful to Mondelēz and Cadbury for their timely contribution.



Recipients accessed the aid using their MyKad during their grocery shopping.

Festive Cheer at Rumah Charis for Christmas

December 2024

In the spirit of Christmas, Mondelēz brands 'Cadbury Dairy Milk' and 'OREO' brought joy to 29 elderly residents of Rumah Charis, Lucky Garden, Kuala Lumpur.

Fifteen staff volunteers spent a heartwarming day celebrating Christmas with the residents, engaging in activities such as tabletop games, decorating a Christmas tree, and singing carols together.

The celebration was accompanied by a commitment to provide RM3,000 in monthly cashless food aid over the next nine months, ensuring extended care for the home's residents.



The elderly residents of Rumah Charis were excited to set-up the Christmas trees, courtesy of Mondelēz, Cadbury and OREO.



Rumah Charis was full of cheer and laughter as residents and volunteers spent the morning celebrating the festive season together.

EnQuest Fosters Orang Asli Growth And Learning Beyond The Classroom



EnQuest Petroleum Production Malaysia Ltd. further strengthened its commitment to Sekolah Kebangsaan Sungai Pergam in Kemaman, Terengganu, via MyKasih's "Love My School" student bursary programme.

Following their 2024 contribution of RM43,200 towards cashless bursaries for all 45 students to access daily meals and schooling necessities, EnQuest injected another RM22,827.14 to support a series of academic, sports, and extracurricular programmes. These include district-level sports competitions, a national education carnival for Orang Asli schools, science week, and the creation of classroom mini libraries.

Through MyKasih, EnQuest is not only investing in students' academic growth but also fostering a dynamic and inclusive school environment for Orang Asli children to thrive.



RM66,027.14
contributed



45

students aided with student bursaries and Back-To-School supplies



6

extracurricular school programmes supported



By integrating sports, cultural events, and academic enrichment, these initiatives aim to build confidence, teamwork, and a sense of pride in the students' achievements.



A science teacher at SK Sg Pergam demonstrating weight and pulley systems to the students during the science week.



SK Sg Pergam students registering their names for the various activities to be conducted during the National Orang Asli Education Carnival in Kuala Lumpur.



Education goes beyond the classroom, and we believe that creating a well-rounded learning environment is key to empowering young minds. By supporting SK Sungai Pergam's academic and extracurricular initiatives, we hope to inspire students to explore their potential, take pride in their achievements, and develop a lifelong love for learning.

EnQuest Petroleum Production Malaysia Ltd., General Manager, Ahmed Radzif.

Linde Malaysia Promotes Green Thumbs In School

On 8 August 2024, Sekolah Kebangsaan Bukit Tampoi (Asli) in Dengkil, Selangor, welcomed 30 staff volunteers from Linde Malaysia who helped expand the school's edible garden. Linde volunteers teamed up with permaculturists from Urban Hijau to revive the school's four raised garden beds, establish another four raised beds, layered soil using the 'lasagna' gardening method, and planted 124 fruit and vegetable saplings.

In addition to contributing to the community's food security, the edible garden also serves as a hands-on outdoor education space for the students. The garden boasts a variety of crops, such as chillies, Malabar spinach, sweet potatoes, gooseberries, mung beans, and calamansi. The school has harvested 2.6kg of these mixed varieties to-date.

While the students are guaranteed of daily meals (breakfast and brunch / lunch) at the school canteen under MyKasih's 'Love My School' bursary programme, the expansion of the edible garden reinforces Linde's commitment to food security and STEM education for the benefit of Orang Asli children.



It was a satisfying morning of gardening at SK Bukit Tampoi for the Linde staff.



The team worked in groups to prepare the garden beds for planting.



RM57,820
contributed



121
students aided with
cashless bursaries



1
edible garden expanded



Linde Malaysia Managing Director, Hoo Peih Yoke, applying the final layer of mulch on a garden bed.



Our partnership with MyKasih reflects Linde's commitment to creating impact beyond business. Initiatives like this edible garden empower young minds to embrace sustainability while promoting food security and environmental stewardship. We look forward to more opportunities with MyKasih to engage with and contribute to the communities we serve.

Linde Malaysia Managing Director,
Hoo Peih Yoke.

Rugby Development Paves Solid Future Pathways for Asli Students

DIALOG



A few schools under the MyKasih 'Love My School' bursary programme have seen positive outcomes because of their efforts in rugby over the years. One of them is SK Bukit Lanjan (SKBL), whose teachers made their passion for rugby a means to develop their students to be future-ready.

In the case of SKBL, rugby has created pathways for students to further their education, with on-field achievements helping them secure placements in sports schools. For instance, SKBL graduate Shahzidan Bin Zainal gained admission to SMK Damansara Utama's secondary boarding school thanks to his rugby accomplishments.

Selangor's first Asli girls' rugby team, Lanjan Lynx, was formed in SKBL and together with their male counterparts, the Lanjan Tigers, they have achieved highly commendable placements at state and national tournaments, even when matched against non-Asli teams.

Their successes have not only brought recognition to the school but is gearing the school to become a designated sports school for Orang Asli children.

With the experiences garnered over the years, SKBL scaled their efforts up a few notches and hosted three national rugby invitationals to-date, sponsored by DIALOG. This pushed their overall grading in co-curricular activities from 'B' to 'A', a first for the school and a much-appreciated recognition by the State Education Department.

Rugby is helping the Bukit Lanjan community level the playing field, bridge educational gaps among the Asli, and provide students with opportunities to thrive. Once the lowest performing school in the district, SKBL today is an example to other Asli schools on how to beat the odds. By fostering resilience and leadership, DIALOG's support via MyKasih 'Love My School' programme is unlocking SKBL's potential and paving the way for a brighter future.



The Lanjan Lynx in action - Selangor's first Asli girls rugby team!



To maintain their status as one of the strongest Under-12 Rugby teams in the state, the Lanjan Tigers undergo rigorous training 2 to 3 times a week.



SK Bukit Lanjan hosted its 3rd National Level Rugby Championship (Under 12), where the Lanjan Lynx won the girls' category, and the Lanjan Tigers placed third in the boys' category. The Tigers also earned runners-up at the All Asli 7's in Ipoh, further cementing their reputation as a powerhouse in state and national tournaments.



Another DIALOG-supported rugby team, the Runchang Panthers, placed third in the girls' and boys' categories at SK Bukit Lanjan's championship and secured runners-up in the Plate category at the All Asli 7's. They later hosted their own invitational tournament, achieving third place overall.

“

For many years, DIALOG has been investing in grassroots sports development among Orang Asli students, recognising its role in a community's social mobility in terms of well-being. These achievements would not be possible without the commitment of the teachers who diligently coach the students, sacrificing their precious time away from their families to help their students excel. There is a winning formula for SK Bukit Lanjan's growth, and we are grateful to be part of this equation.

DIALOG Group Berhad Executive Chairman, Tan Sri Dr. Ngau Boon Keat.

SC Johnson Steps Up to Support Flood-Affected Families



288 families in Banting received RM200 each to purchase essential food items, giving sustenance during the difficult wet season.

In October 2024, continuous heavy rainfall resulted in devastating floods which swept across several states in the country. Many were left with losses, including farmers and plantation workers who were unable to work and earn an income.

Responding to appeals for help, SC Johnson extended assistance to affected communities in Banting, Selangor and Baling, Kedah. 388 families

were provided one-off aid via their MyKad which they used throughout October until December for daily sustenance and replacement of damaged household goods.

Through initiatives like these, SC Johnson reaffirmed its dedication to supporting communities in times of need, offering not just aid but also hope for recovery.

“

I would like to thank SC Johnson for their continued support and commitment to helping families in need. Disasters hit unannounced and losses can be overwhelming. We are truly grateful to donors such as SC Johnson for coming forward to lighten the burden as the families recover from their losses.

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



RM72,600
contributed



288
families supported
with food aid



50
families given
post-flood relief



Baling was one of the worst-hit districts in Kedah where entire villages were cut off due to collapsed bridges and dangerously high river levels. 50 families were each provided with RM300 as post-flood assistance to rebuild their homes.

HEINEKEN Cares Brings Deepavali Joy To 120 Families



Heineken Malaysia Berhad (HEINEKEN Malaysia) continues to make a meaningful difference in the communities it serves through its HEINEKEN Cares campaign. As a key pillar of its Brew a Better World 2030 strategy, the campaign aims to drive positive change and contribute to a brighter, more sustainable future.

HEINEKEN Malaysia kickstarted its 2024 initiatives by supporting 120 low-income families in Desa Mentari with essential food items ahead of Deepavali. Each beneficiary received a one-off contribution of RM200 to purchase necessities such as rice, flour, sugar, oil, beverages, and more – ensuring a joyous and memorable Festival of Lights in their homes.



RM24,000
contributed



120

families supported with food aid



Heineken brought light and joy to 120 families as they prepare to celebrate Deepavali with their loved ones.

“

We believe that when our people, planet, and surrounding communities are looked after, our business thrives. Over the last three decades, we have collaborated with strategic partners to uplift and support communities around our brewery and across various states, including Sabah and Sarawak. We are committed to continue making a positive impact where we operate by supporting those in need, staying true to our purpose of brewing the joy of true togetherness to inspire a better world.

HEINEKEN Malaysia Managing Director, Martijn van Keulen.



The MyKasih cashless welfare distribution method gives beneficiaries the freedom of choice to purchase only what they need, when they need it.



The Heineken Cares Campaign aims to create sustainable change in underprivileged communities by addressing their urgent needs.

Johor Schools Benefit From Sekolah Bola Football Clinic

DIALOG

The student football team of Sekolah Kebangsaan Bukit Lanjan (Asli) primary school (SKBL) benefitted from a football clinic held in 2023, courtesy of DIALOG. As part of a grassroots sports development initiative, the programme aimed to nurture young talents, particularly from underserved communities, by introducing them to structured football training.

SKBL went on to become Selangor state champions and ranked fourth in the National Orang Asli Schools Sports Talent Carnival 2024 later that year. Building on SKBL's success of the "Talent Through Play" football programme, two other schools in Johor under DIALOG's 'Love My School' support were selected for the same exposure.

Over a six-month period from July to December 2024, 22 students from Sekolah Menengah Kebangsaan Pengerang Utama (SMKPU) and 15 students from Sekolah Kebangsaan Kampung Layau (SKKL) participated in weekly training sessions.

The training focused on two key areas which were designed to enhance their physical and tactical skills. The first addressed five core physical elements—

speed, agility, endurance, strength, and flexibility, while the second emphasised real-game scenarios to improve tactical understanding, decision-making, and on-field performance.

DIALOG currently supports 31 schools under the MyKasih 'Love My School' bursary programme. Through grassroots sports development initiatives like these, DIALOG continues to inspire and support the next generation of athletes, fostering talent, positive values, and passion for sport.



Students underwent intensive weekly training to improve their speed, agility, endurance, strength, and flexibility.



22 students from SMKPU were selected to undergo the intensive grassroots football training for six months.



To enrich the experience, the programme also included memorable field trips. SMKPU students had the opportunity to watch a live football match between JDT and Buriram United on 3 December 2024, while SKKL students visited the iconic Stadium Sultan Ibrahim on 12 January 2025, where they experienced playing on a professional football field.

Local Mart Gives Back To The Community



E CN World Marketing Sdn. Bhd., owner-operator of the Pasaraya Econo, Econo Jaya, and Econo Express chain, gave back to the community via the MyKasih 'Love My Neighbourhood' food aid programme.

100 families in Kedah and Perlis received RM100 a month for six months via their MyKad. They carried out their first purchase under the cashless initiative in August 2024 and will continue to shop at their convenience until January 2025.

ECN Marketing currently manages 46 outlets across Kedah, Perlis, Perak, and Penang. As a retail partner to MyKasih, ECN saw firsthand the effectiveness of the MyKasih welfare system in delivering aid in a targeted manner to recipient families. The company then decided to leverage on the same platform as part of its own community give-back.



RM60,000
contributed



100
families supported with
cashless food aid for six months



“

We are thankful to retail partners like ECN Marketing for doing their bit for society. It is in this spirit that we are able to create caring neighbourhoods all over Malaysia.

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



As a merchant partner, ECN has seen the effectiveness of the MyKasih's 'Love My Neighbourhood' cashless food aid programme.

By actively engaging with the community, ECN strengthens its commitment to social responsibility and fostering meaningful connections with the people it serves.

Brewing Opportunities For Youths

DIALOG

21
youths trained
as baristas



The budding baristas are all smiles after 2 days of coffee brewing, excited to take the next step in their coffee journey.

The aroma of freshly brewed coffee filled the air over two weekends in June as 21 participants, aged between 17 and 30 years, took part in a pilot barista training course sponsored by DIALOG Group Berhad.

Certified barista trainers from iSynergy Academy began the course with an engaging introduction to coffee's origins, types, and flavours, followed by hands-on practice in crafting the perfect cup. From drip coffee to espressos and café lattes, participants honed their skills through practical experience.

Aligned with MyKasih's efforts in creating livelihood opportunities, this initiative aimed to address youth unemployment by equipping participants with employable skills, reducing social risks associated with unemployment, and contributing to the development of safe and harmonious communities.

May the young baristas keep their passion for coffee brewing!



A barista trainer looks on as a participant goes through the steps in using an espresso machine.



Some of the sample latte art made by the trainers for the participants to follow.

9th Annual Charity Musical In Aid Of Asli Education Fund



Key donors and supporters of MyKasih Foundation were treated to PAN's first original production called "Rhymba", a musical which put the spotlight on Malaysia's diverse flora and fauna. It featured choreography by Suhaili Micheline, a script by Nell Ng and Shamaine Othman, and music and lyrics by Raja Farouk and Grace Noona.

Proceeds of the charity musical, which goes towards the MyKasih Orang Asli Children's Education Fund, empower the younger generation of Malaysia's indigenous forest communities, who serve as dedicated stewards and guardians of the nation's rich natural heritage. Since the fund's establishment in 2015, RM4.7 million has been raised, of which RM4.5 million has been spent on various educational initiatives for Orang Asli children.



Pre-show educational talk on Malaysia's biodiversity by environmental enthusiast and soprano Peter Ong, showcasing photos of wildlife which he took himself.



RM80,000
contributed



We were inspired by the ongoing threat to wildlife worldwide and the archaic systems that thrive on greed. 'Rhymba' explores themes of loss, change, and hope. I hope audiences leave feeling hopeful that change is possible if we put our differences aside and unite.

Rhymba Scriptwriter,
Shamaine Othman.



Rhymba's story was shaped by real-life issues taking place around the world, such as deforestation, human-wildlife conflict, and loss of biodiversity.



OXY Focuses On Improving Literacy



OXY kicked off the "Sending Love and Care to Children" campaign by organising a fun-filled day of inter-school telematches, fostering camaraderie and community spirit.

OXY Malaysia extended a literacy programme which MyKasih coordinated for Sekolah Kebangsaan Sungai Judah (A) in Pulau Carey, Selangor in 2023. The company funded literacy activities (classes and reading materials) and sponsored audio-visual equipment.

On 8 August 2024, OXY partnered with Watsons Malaysia and MyKasih to launch their "Sending Love and Care to Children" campaign, in conjunction with World Indigenous People's Day at SK Sungai Judah (A).

OXY's campaign involved a contribution of RM50,000 to support four Orang Asli

primary schools in Selangor with after-school literacy classes and educational materials such as reading modules, activity books, and educational games.

The four beneficiary schools are:

- Sekolah Kebangsaan Sungai Judah (A), Pulau Carey
- Sekolah Kebangsaan Bukit Kemandol (A), Bandar Saujana Putra
- Sekolah Kebangsaan Bukit Tampoi (A), Dengkil
- Sekolah Kebangsaan Bukit Lanjan (A), Damansara Perdana



RM50,000
contributed



209
students supported with after-school literacy classes



4
schools equipped with mini libraries



The schools are grateful for OXY's support as it enabled them to provide the necessary attention and efforts to students whose literacy levels require improvement.



OXY's contributions were also channeled toward stocking classrooms with mini libraries to better foster a love of reading among students.



Every child deserves equal education opportunities, regardless of their background. With the funding and learning materials provided by OXY, we hope these students will be better equipped to excel in their studies and develop a love for learning that will make attending school something to look forward to. Our aim is to create a meaningful difference in their lives and give them the opportunity to thrive.

Rohto-Mentholatum (M) Sdn Bhd General Manager, Lim Mei Yuen.

AMD Drives Innovation & Opportunity For Underserved Students



Advanced Micro Devices Global Services (M) Sdn Bhd (AMD) contributed RM46,482.42 (USD10,617.58) to enhance learning experiences and meet the needs of students from low-income households.

The two beneficiary schools are Sekolah Jenis Kebangsaan Tamil Castlefield in Puchong, Selangor, and Sekolah Kebangsaan Temai, an Orang Asli primary school in Perak. When the new academic term commences, each school will receive a SASBADI Lego robotics kit, a set of tools coupled with coding modules aimed at fostering creativity and innovation through hands-on learning.

Additionally, for SJKT Castlefield, AMD will be supporting 30 students with cashless bursaries for them to access daily meals and essential educational resources for four months in 2025.

To commemorate the giving, AMD held their AMD Care Day event at SJKT Castlefield, where 70 volunteers came together to brighten the school environment. Some activities included painting school walls, installing fancy staircase mural stickers, and donating

brand-new canteen tables and chairs. This effort not only transformed the school but also created a more welcoming and inspiring space for students to learn and grow.

The MyKasih 'Love My School' programme ensures that no child is left behind in accessing food security and quality education.

“
We are honoured to work with MyKasih once more to support initiatives that provide students with the tools and opportunities they need to succeed. By focusing on education and essential needs, we hope to carve possibilities of a brighter future for every child.
Advanced Micro Devices Global Services (M) Sdn Bhd Senior Finance Manager, Ryan Han Chiang Duye.



RM46,482.42
contributed



30
students aided with cashless bursaries



2
schools equipped with robotics kits



AMD staff spent the afternoon working their way around the school with paint and staircase stickers.



AMD launched AMD Care Day 2025 with students and teachers of SJKT Castlefield after a simple handover of the mock cheque, robotics kits, and student smartcards to the students.

LWAM Boosts STEM Learning In SK Bukit Tampoi

Sekolah Kebangsaan (SK) Bukit Tampoi, Dengkil, Selangor, received an addition to their repertoire of STEM educational tools with the installation of an organoponic farming system.

Made possible with funding from the Latin Women's Association of Malaysia (LWAM), the organoponic system uses a soil-less farming method that integrates organic and hydroponic techniques. Since its installation in May 2024, the system has successfully gone through three harvest cycles, yielding 10 kilograms of fresh vegetables, including mustard greens, spinach, and kangkung.

LWAM's support complements MyKasih Foundation's 'Love My School' cashless bursary programme, ensuring students not only receive daily meals and school essentials but also gain exposure to STEM-based education.



SK Bukit Tampoi students eager to harvest their first batch of dwarf pak choy from the organoponic system.



The organoponics system is an ideal setup for efficient urban community gardening.



After harvesting and weighing, the students worked together to wrap the vegetables to be distributed to the school community.



SK Bukit Tampoi students with their share of the vegetables, neatly wrapped up to be brought home.



LATIN WOMEN'S
ASSOCIATION OF MALAYSIA



RM15,000
contributed



1

school equipped with an organoponic farming system



We are proud to support initiatives that empower students with practical skills and inspire them to become future changemakers in their communities. With every harvest, the organoponic system demonstrates how innovation and education can intersect to create lasting impact for Orang Asli children.

Latin Women's Association of Malaysia President,
Diana Lecorné.

ConocoPhillips Sponsors Three STEM School Gardens



To celebrate a decade of collaboration with MyKasih Foundation, ConocoPhillips allocated funding to help set up STEM gardens in three primary schools, namely SK St. Paul Kolopis in Kota Kinabalu, Sabah, and SK Combined and SJKC Sungai Apong in Kuching, Sarawak.

These schools are part of six which have been supported by ConocoPhillips' since 2014, where over 200 students are provided daily canteen food and school supplies through the MyKasih 'Love My School' bursary programme each year.

These educational edible gardens provide students with a platform to learn about farming, food security, and sustainable practices. They also foster essential life skills such as teamwork, responsibility, and accountability, while offering hands-on experience in cultivating herbs, fruits, and vegetables like chillies, tomatoes, and leafy greens.

ConocoPhillips continues to support six schools across Sabah and Sarawak via the 'Love My School' initiative, thus reaffirming its dedication to ensuring the well-being of students and enhancing their academic experiences where possible.



RM9,873
allocated



3
STEM Gardens set up
in 3 schools



Herbs and vegetables are most commonly grown in these educational edible gardens. It helps students identify and differentiate between the different leaves, textures, and colours.

Edible gardens provide students with an educational platform to learn about farming, food security, and sustainable practices, equipping them with fundamentals that will serve them well in the future.



Students and teachers at SJKC Sungai Apong were able to plant and harvest many types of produce including chillies, turnips, curry leaves, aloe vera, and more.



VIVO Shares EURO Fever With Grassroots Footballers!



RM9,535
contributed



75
students supported
with football gear

Students are now fully equipped to take to the field. Beyond providing gear, the campaign aimed to inspire young enthusiasts to pursue their passion for football.

Inspired by the Euro 2024 football season, VIVO embarked on a campaign to support grassroots football in high-needs primary schools.

The campaign, which ran from 14 June to 14 July, raised RM9,535 from sales proceeds of VIVO's V30 Android smartphone series.

A total of 75 students from five MyKasih-supported schools,

namely SK Bukit Tampoi (Selangor), SJKT Castlefield (Selangor), SK Batu 7 (Perak), SK Kuala Koyan (Pahang), and SJKT Masai (Johor) received a complete set of football jerseys and boots.

MyKasih is ever willing to collaborate with like-minded organisations to empower communities and provide them with opportunities for growth and development.



VIVO is dedicated to empowering communities and fostering a love for football at the grassroots level.



Volunteering For The Community And Environment



Pages 36 - 38



Volunteers come together to help plant more edible trees in a community garden in Klang.



Plugging stick in hand, volunteers carefully search through the vegetation for smaller marine debris.



Every effort counts during volunteering activities such as beach clean-ups.



Teamwork and delegation of tasks are important to ensure efficient and smooth completion of volunteering activities.

DIALOG Volunteers Support Community Food Security



In July, 45 volunteers from DIALOG Group dedicated two weekends to contribute to a community edible garden in Klang, Selangor.

Spanning 3.8 acres, the *Kebun Komuniti Taman Alam Shah* was established by Social Eco Enterprise Development for Sustainability (SEEDS) Malaysia to enhance food security for underserved families.

On 20th and 27th July, the volunteers worked tirelessly, engaging in various tasks such as soil preparation, pruning, weeding, shovelling compost, and harvesting ripe fruits and vegetables.

They also planted seedlings, saplings, and cuttings into polybags, which were later distributed to several homes and schools in underprivileged communities around Klang.

Beyond the community service, DIALOG volunteers had the opportunity to tour the expansive garden, learning about rare plants, herbs, and trees, making the experience both meaningful and educational.

This initiative not only strengthened community ties but also underscored DIALOG's commitment to making a positive and sustainable impact.



With every shovel of soil and weed removed, DIALOG volunteers helped create a thriving space for fresh, nutritious food for the community.



DIALOG volunteers with SEEDS Malaysia's Founder and Chief Seeder, En Abdul Razak Aziz (front and center in blue), who established Kebun Komuniti Taman Alam Shah.



By giving away these seedlings and saplings to the underserved communities, SEEDS also empowers them to grow their own food, fostering self-sufficiency and greener spaces.

Volunteers Unite To Clean Pantai Batu Laut



Volunteers from DIALOG, Hess, Deleum, and Chevron proudly pose with the marine debris they've successfully removed from Pantai Batu Laut during the beach clean.



69

volunteers participated in beach clean-up



233.7 kg

of waste collected

On 21 September 2024, 69 enthusiastic volunteers from DIALOG, Hess, Deleum, and Chevron teamed up to clean Pantai Batu Laut, a beach located in Kuala Langat, Selangor. The activity was conducted in conjunction with the annual International Coastal Cleanup Day (ICC).

Equipped with gloves, trash bags, and motivation, the volunteers worked tirelessly to remove 233.7kg of litter from the beach within 2 hours. They also conducted a waste audit, sorted the litter into recyclables and non-recyclables, and inputted the audit data onto a global cleanup database which keeps tracks of pollution-mitigating efforts worldwide.

By restoring Pantai Batu Laut's natural beauty, the volunteers not only contributed to the protection of the coastal ecosystem, but also supported the wellbeing of local communities whose livelihoods are closely tied to these environments.

The event highlighted the importance of collective action and shared responsibility in protecting the planet.



The volunteers split into groups to sort through and record data on the waste collected.



Plastic bottles were the most commonly collected item from the beach.



No item is too big or small to be removed from the beach!



It is important to look out for and remove the smaller pieces of waste often trapped among organic marine debris.

SK Bukit Lanjan Celebrates 40th Annual Sports Day

DIALOG



The Temenggung team won both the Tan Sri Dr Ngau Boon Keat Cup (trophy on the bottom right) and Puan Sri Jean Ngau Cup (trophy on the bottom left) for the best sports house and best house parade respectively.

Sekolah Kebangsaan Bukit Lanjan (Asli)'s 40th Annual Sports Day was supported by 40 enthusiastic volunteers from DIALOG who assisted as timekeepers, quartermasters, scorekeepers, and finishing judges.

The morning kicked off with an invigorating session of Zumba aerobics before the students went on to compete in a variety of race events, including sprints and relays. The day concluded with an awards ceremony, including the prestigious Tan Sri Dr Ngau Boon Keat Cup, awarded to the best sports house, and the Puan Sri Jean Ngau Cup, given for the best house parade.

DIALOG's support of SK Bukit Lanjan began in 2014, when the company adopted the school under MyKasih's 'Love My School' cashless bursary programme. Over the years, DIALOG has gone beyond providing bursaries, supporting initiatives such as edible gardens, a computer lab, as well as

robotics and sports development programmes.

DIALOG has always been committed to the growth and well-being of the students. The tradition of supporting SK Bukit Lanjan's annual sports day is aimed at encouraging physical education, promoting good sportsmanship, and providing opportunities them to showcase their talents outside the classroom.



The community's all-time favourite, Tug-Of-War. DIALOG staff volunteers joined the fun, fostering laughter, and camaraderie.



Lanjan kids in action!

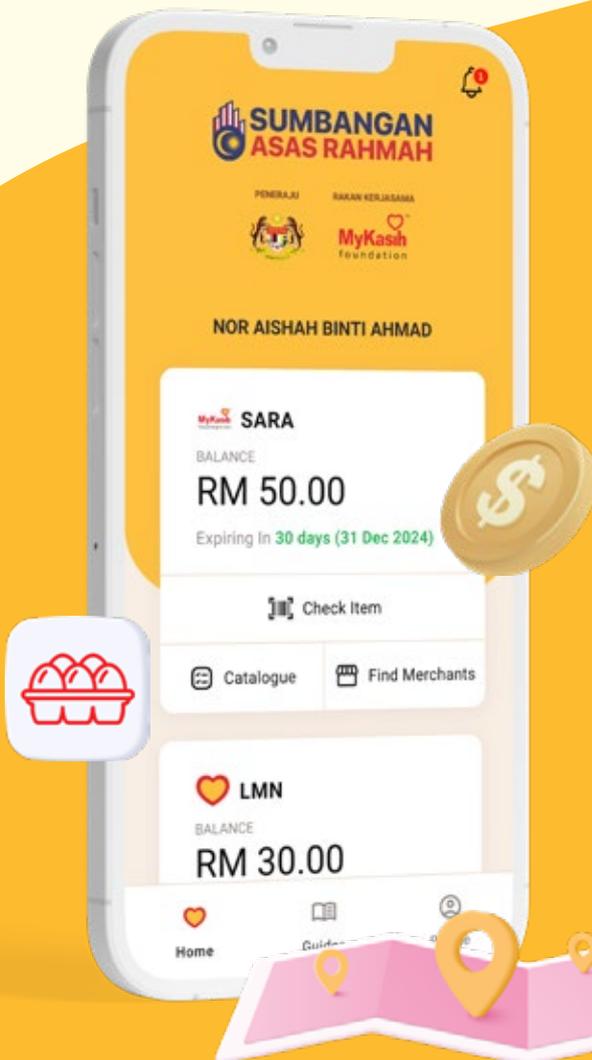
MyKasih App Launched To Enhance Recipients' Shopping Experience

The MyKad plays a crucial role in MyKasih's cashless welfare programme, ensuring aid is distributed securely and used for its intended purpose. To further support beneficiaries, MyKasih has introduced a mobile application designed to improve convenience and transparency.

With the app, users can check their MyKad account balance in real time and locate participating retail outlets. A built-in barcode scanner allows recipients to verify whether products are eligible for purchase under the programme, helping them make informed shopping decisions.

To assist users, MyKasih Foundation has provided instructional video tutorials on its YouTube channel, offering step-by-step guidance on using the app's features. This ensures recipients can maximize their benefits with ease.

By leveraging technology, MyKasih continues to enhance its welfare distribution system, making it more accessible, efficient, and user-friendly for those in need.



Check MyKad Account Balance, Items and Nearby Stores



Scan here to download MyKasih App



Educator Spotlight

Puan Fazilawati binti Abu Bakar

School Principal of Sekolah Kebangsaan Bukit Lanjan (Asli) (SKBL) in Damansara Perdana, Selangor since 2021.

 On 30 August 2024, Puan Fazilawati binti Abu Bakar received the 'Leadership in Networking and Partnership' Award from the Selangor State Education Office (JPN Selangor). The award is a recognition of her efforts in building relationships with various stakeholders which have benefitted SKBL tremendously.

As one of MyKasih Foundation's pioneer beneficiary school under the 'Love My School' programme since 2014, MyKasih spoke to Puan Fazilawati to have her share how stakeholder relationships helped SKBL grow to what it is today.



MyKasih: What does this award mean to you?

Puan Fazilawati: Winning the award is a significant achievement for me and SKBL because it proves that with support from various stakeholders, Orang Asli schools can be on par with mainstream institutions. This recognition will not only motivate our students but also inspire other Orang Asli schools to network with their community stakeholders and strive for excellence. It takes a village to raise a child and therefore stakeholder relationship is crucial for the school's overall growth.

M: Could you share some of your best memories?

F: Every milestone achieved by SK Bukit Lanjan is a proud moment for me - from becoming overall champions of the Selangor Orang Asli Education Carnival 2024 and ranking top five in the National Robotics Competition 2024. Thanks to DIALOG's and MyKasih's support, we also pioneered the all-Asli school rugby almost a decade ago. Our rugby teams - the Lanjan Tigers and Lanjan Lynx, are a beacon of hope for Asli underdogs everywhere to aim for gold. This is a testament of how important community investment is and how it motivates our teachers give their best for the students, who in turn, will give their best for the school.

M: In what ways have MyKasih Foundation's support shaped the school's development?

F: Like many Orang Asli schools, SKBL faces the challenge of maintaining high attendance rates. A key factor is that some families remain disengaged from their children's education, relying solely on the school to nurture their children's learning and development.

MyKasih's and DIALOG's support through the 'Love My School' cashless bursary programme has significantly

contributed to improving student attendance, which has now risen to 84.5%. By providing a monthly allowance accessible only at school for food and learning materials, students are not only encouraged to attend classes regularly, but parents also have one less financial burden to worry about.

Additionally, MyKasih's sponsorship of the school's food garden and sports programmes have created more avenues for student engagement, fostering a sense of belonging that motivates them to stay in school to continue learning.

M: Since becoming SKBL's Principal, how has MyKasih Foundation's support assisted your efforts to improve the school's status?

F: Since joining SKBL in 2019, my goal has been to elevate the school's status by building on the students' progress and achievements. MyKasih helped by creating more opportunities for them to reach their full potential - whether in sports, arts and culture, or STEM.

Where we used to just participate in external programmes, SKBL is now able to host such events. MyKasih's contributions have enabled us to organise our first touch rugby national championship, and after three runs, it is now an event many are looking forward to.

We now have the capacity and capabilities to host Orang Asli Education Carnivals, make significant gains in robotics and hands-on STEM learning, and at the same time, keep our school's edible garden productive for the community's food security.

MyKasih's partnership has not only helped us realise these goals but has also reinforced my belief that with the right support, every child can thrive. Seeing our students gain

support, every child can thrive. Seeing our students gain confidence, explore new opportunities, and achieve success beyond the classroom has been incredibly rewarding.

M: How could MyKasih Foundation further assist the students and the community of SK Bukit Lanjan?

F: We deeply appreciate MyKasih Foundation's ongoing support, particularly through the Love My School bursary programme and our sports development programmes - especially rugby, football, and our annual school sports day.

SKBL is now known for its sports prowess. We are participating in rugby matches almost every month. Five of our graduates have been offered a spot in SMK Damansara Utama, a sports school, based on their rugby performance.

In fact, the various extra-curricular activities made possible by MyKasih and its donors such as DIALOG have significantly

improved our PAJSK scores from 76 to 86 (A), demonstrating the importance of sustained support over many years.

As new students join SKBL, we hope MyKasih will continue to support our efforts to empower them to achieve their potential.

M: What is your vision for this school?

F: My goal is to elevate SK Bukit Lanjan to new heights, achieving 'Sports School' status. We need a strong spirit to steer the ship into the vast open sea, ensuring that our students rise to the challenge and reach their full potential.

I envision the graduates of SKBL as competent, well-mannered individuals who excel in the 21st century. Ultimately, I want to break the misconceptions about Orang Asli and prove that our students are just as capable as their peers in mainstream schools.



There is no greater joy to an educator such as Puan Fazilawati (back row, far left) than to witness her students lead their school to emerge as the overall champion of the Selangor Orang Asli Education Carnival 2024, a testament to their perseverance and spirit of excellence.



Encik Iqbal (far right) standing proudly with his robotics mentees at the National Robotics Competition 2024.



Champions on and off the field! The Lanjan Lynx and their dedicated coaches celebrate a well-earned victory for SK Bukit Lanjan.

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

Donors

- Advanced Micro Devices (AMD)
- Aeon Fantasy
- AIA Berhad
- Alliance Bank
- Allianz Malaysia Berhad
- Amanat Lebuhraya Rakyat Berhad
- Bank Rakyat
- BDO Malaysia
- BHPetrol
- British American Tobacco Foundation
- Bursa Malaysia
- Carlsberg
- Chevron Malaysia
- CIMB Foundation
- CLSA Chairman's Trust
- ConocoPhillips Malaysia
- Deutsche Bank
- Deleum
- DIALOG Group Berhad
- DSV (formerly known as Agility Logistics)
- EnQuest Petroleum Production Malaysia Ltd
- FWD Insurance
- Halliburton Energy Services
- Hess Exploration and Production Malaysia B.V
- Heineken Malaysia
- HSBC Malaysia
- JT International Berhad
- Kajang Rocks Group
- Kertih Terminals
- Khazanah Nasional Berhad
- Linaco Manufacturing (M) Sdn Bhd
- Linde Malaysia
- Malaysia Quarries Association Sg KL
- Malaysia Airports Holding Berhad
- Malaysian Industrial Development Finance Berhad (MIDF)
- Mah Sing Foundation
- Manulife Holdings Berhad
- Maybank
- MBM Resources
- Michelle Symphony
- Micron Technology
- Mitsubishi Corporation
- Mondelez International (Malaysia)
- Mubadala Energies
- Murphy Sarawak Oil
- MSIG Malaysia Berhad
- Mydin Mohamed Holdings Berhad
- New World Mart
- OCBC Bank
- PADINI Group
- Pengerang Independent Terminals Sdn Bhd
- Perisai Petroleum Teknologi Bhd
- Petron Malaysia
- PETRONITA
- Program Pertukaran Fellowship Perdana Menteri Malaysia (PROGRAM)
- Quill Capita Trust
- Roc Oil
- Rohto-Mentholatum Malaysia
- Rotary International District 3300
- Sapura Energy Berhad
- SC Johnson
- Shell Malaysia
- Shopee Malaysia
- Sime Darby
- SP Setia Foundation
- Standard Chartered
- Star Foundation
- Star Media Group
- Symphony Life Berhad
- The Malaysian Indian Transformation Unit (MITRA)
- TNT Express Worldwide
- UPS
- Western Digital Corporation
- Yayasan Hartalega
- Yayasan Hasanah
- Yayasan Pasir Gudang
- Yayasan Petronas
- Uchi Technologies
- Latin Women Association of Malaysia

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

Education & Training

- 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)
- MAD Movement
- Malaysian CARE
- National Population and Family Development Board
- Pertubuhan Komuniti Kasih Selangor
- Reef Check Malaysia
- Sarawak Unity Education Fund
- Sasbadi Holdings Berhad
- UMP Advanced
- UMK Business Venture
- Upycled by FE
- Urban Hijau
- Urban Farm Tech
- EcoGarage

Partner Retail Stores

- AEON
- Alfa Indah Sdn Bhd
- Bataras Sdn. Bhd.
- Boulevard Hypermarket (Sarawak)
- C-Mart
- CKS Fresh Hub
- CKS Supermarket (Sabah)
- Fresco Sdn Bhd
- FS Family Store
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- GS Mart
- HERO Hypermarket (Klang Valley)
- Kim Hock Supermarket
- Lotus Stores (formerly TESCO)
- Lulu Hypermarket Malaysia
- Metamorf Supermarket (Klang Valley)
- Megamart Sdn Bhd
- Mempaga Fresh Sdn Bhd
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Nirwana Hypermarket Sdn Bhd
- Paka Mart
- Pasaraya Econjaya
- Pasaraya Econo
- Pasaraya Hoe Soon
- Pasaraya PKT
- Pasaraya Sri Kassim
- Pantai Selamat (IM) Sdn Bhd
- PCK Fresh Mart Sdn Bhd
- Qimart
- Salamku Grocery
- Segi Fresh
- Sabasun Hyperruncit Sdn Bhd
- ST Rosyam Mart
- Sunshine Square
- Syuhada F&B Trading
- Target Supermarket
- TF Value Mart
- The Store (nationwide)
- Tunas Manja
- Zua Hyperruncit
- 99 Speedmart
- TreLeaf Mart

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

CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



Food Aid & Household Items



Student Bursary



Utility Bills

**MyKasih**TM



Medical



Subsidy Management



Public Transport

Multiple schemes on a single platform

www.mykasih.com