

# MyKasih News

## Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 7 | OCTOBER 2013



**ConocoPhillips Malaysia supports students through the MyKasih 'Love My School' programme.**



DIALOG's hosting of Dama Orchestra's Butterfly Lovers raised RM 126,000 in support of MyKasih Foundation.

Full story on page 18



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# CHAIRMAN'S MESSAGE

*Dear Friends,*

The third quarter of 2013 has seen us spreading our wings to Indonesia where Malaysia, led by the Multimedia Development Corporation (MDeC), where we showcased the MyKasih welfare distribution mechanism to the Indonesian Government during the HAKTEKNAS Ke-18 (Hari Kebangkitan Teknologi Nasional Ke-18 Tahun 2013) in Jakarta earlier this August. I am pleased to announce that PT Dialog Sistemindo (DIALOG) will soon be spearheading a pilot MyKasih CSR project in Jakarta under the leadership and guidance of the Indonesian Government and their welfare agencies.

On the local front, donor support of our humanitarian efforts has helped MyKasih reach out to more than 167,000 underprivileged families nationwide under the MyKasih 'Love My Neighbourhood' food aid programme to-date. I welcome on board new donors, Kasi Malaysia and Eastport Marine, which have recently adopted 100 poor families in Sabah.

The MyKasih 'Love My School' student bursary programme now spans 115 schools; benefiting 6,500 primary and secondary school students from low income households. On that note, I would like to welcome new donors of the 'Love My School' programme – Mubadala Petroleum, Murphy Oil, Anya Hindmarch, ConocoPhillips Malaysia and Phillips 66.

In this issue, we highlight the success of PETRONAS' Program Sentuhan Harapan recipients in completing a three-month skills training and mentoring programme on entrepreneurship, as well as financial literacy and skills training by TNT Express Malaysia and DIALOG.

Since the launch of our 'MyKasih Classifieds' initiative in the last quarter, we have provided 50 MyKasih families with job opportunities with Giant. We invite organisations to advertise their employment and training prospectus with MyKasih, to help MyKasih's welfare beneficiaries become gainfully employed and financially independent.

DIALOG hosted the staging of Dama Orchestra's "Butterfly Lovers" Chinese musical at KLPAC in Kuala Lumpur on 11 October, which raised RM 126,000 through ticket sales and cash donations. Themed "Lighting Up Lives", the proceeds from this theatrical fund-raiser will be used to purchase 500 solar light bulbs to be distributed to Orang Asli homes without electricity, as well as Back-To-School items for 700 school-going Orang Asli students. We look forward to doing more with the Orang Asli communities in the coming months.

I hope you will enjoy perusing the pages of this issue and be inspired to join us in implementing meaningful philanthropic projects to help those truly in need. My wife Jean and I would like to express our deepest gratitude to all for the support and faith in what we do with the communities.

Warm wishes,  
**Ngau Boon Keat**  
Chairman & Co-Founder

# Overview of MyKasih

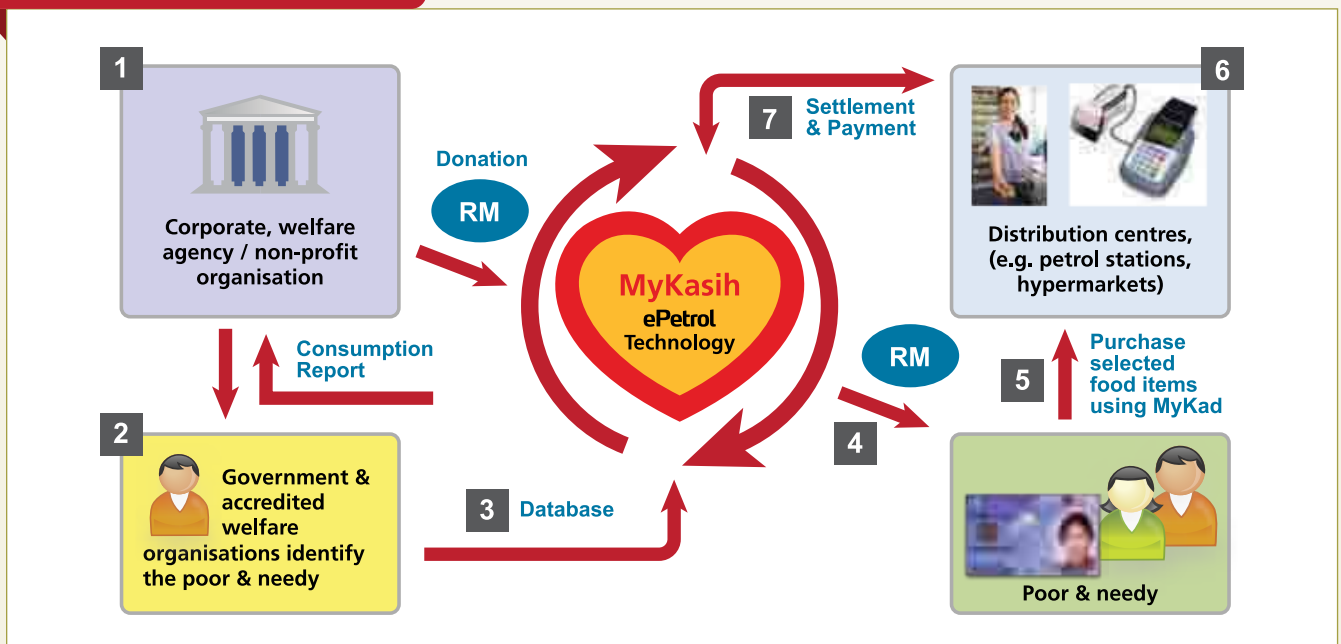
Revolutionising charity through a systemised welfare management solution using MyKad



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

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

## How MyKasih Works



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

## MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



## MyKasih 'Love My School' Bursary Programme

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

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

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



1 Student selects food



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



3 Student keeps receipt to track expenses



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



# Board of Trustees



DR NGAU BOON KEAT  
Chairman & Co-Founder



DATUK BADLISHAM  
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HO KAY TAT



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BIN MD AMIN

# MyKasih Today

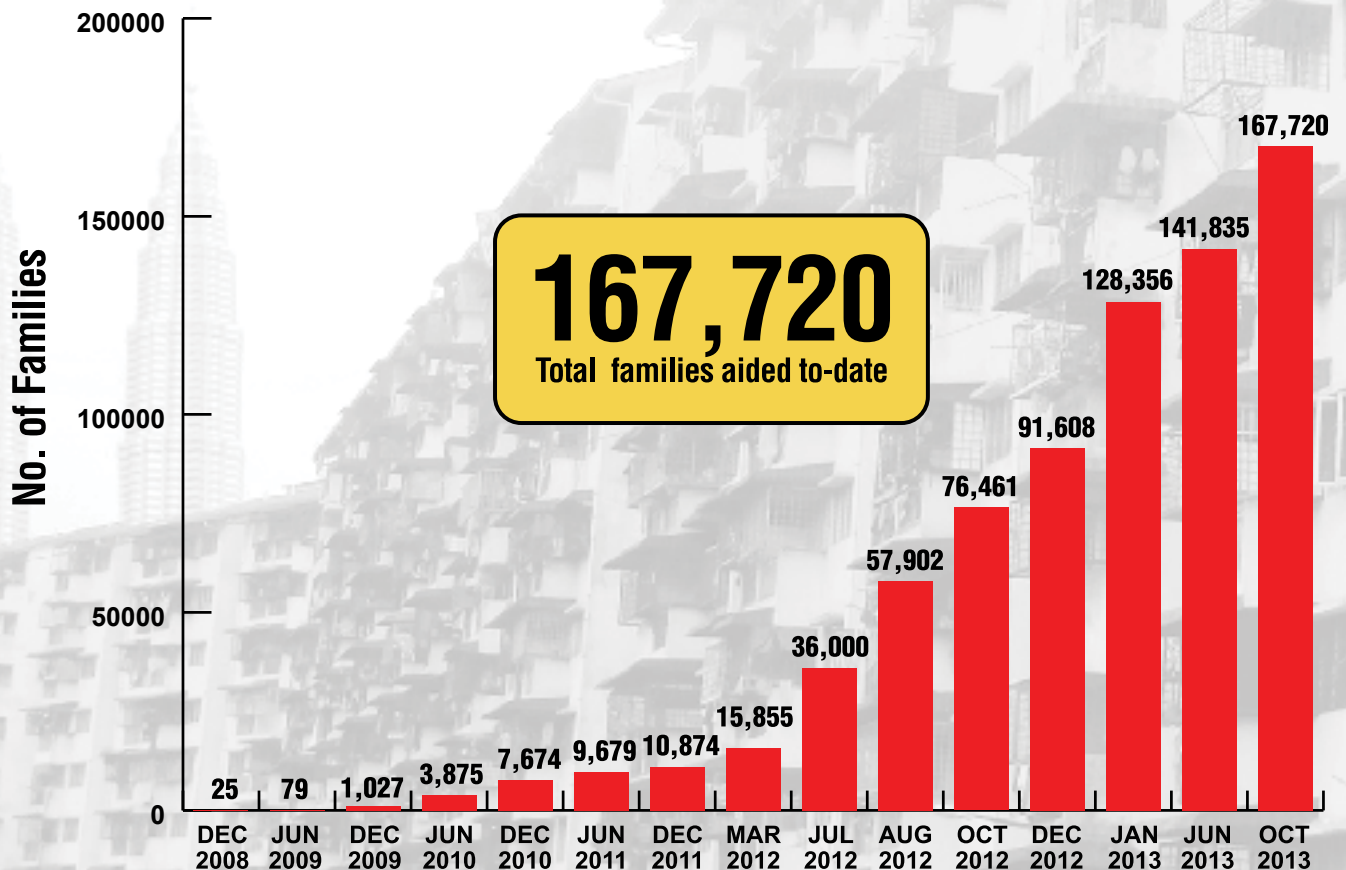
Since its successful pilot project in December 2008 involving 25 beneficiary families, MyKasih Foundation has reached out and provided food aid to close to 168,000 underprivileged families and students in 130 locations all over Malaysia, including Sabah and Sarawak, thanks to the generous financial support from corporate donors, individuals and government agencies.

Retail partners that have come on board to serve beneficiaries of the food aid programme now number more than 250 outlets - ranging from chain supermarkets to small community sundry shops.

Out of the 167,720 beneficiaries, 6,500 are primary and secondary students from 115 schools who are benefitting from the MyKasih 'Love My School' student bursary programme since its launch in July 2012.

The impressive growth in numbers within a short span of time stands testament to the technology that MyKasih capitalises on and the overall support from the Government as well as the private sector in helping the underprivileged.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor State Government, Selangor Zakat Board (Lembaga Zakat Selangor) and the Negeri Sembilan Islamic Religious Council (Majlis Agama Islam Negeri Sembilan) have since appointed MyKasih Foundation to use the innovative and efficient Mykad solution for their existing welfare programmes.



*A moment with*  
**DATUK DR  
REBECCA  
FATIMA  
STA MARIA**



Datuk Dr Rebecca, who is currently the Secretary-General of the Malaysian Ministry of International Trade and Industry, was appointed as MyKasih Foundation Trustee in January 2010. Here, she talks about poverty eradication as one of the country's main agenda in becoming a fully developed nation by 2020 (Malaysia's Vision 2020), and shares how MyKasih Foundation plays a role in helping the poor escape the daily struggles of poverty through food aid and encouraging welfare recipients take progressive steps towards socio-economic development.

***What excites you about MyKasih Foundation.***

What excites me about MyKasih Foundation is how the MyKasih 'Love My Neighbourhood' food aid programme provides low income households with monthly food aid directly through their MyKad (Malaysian national identity card) via a cashless payment system. MyKasih moves away from the conventional approach of physically delivering welfare aid to beneficiaries door-to-door, and instead allows the recipients to shop for approved essential food items from a participating retail outlet.

Similarly, the MyKasih 'Love My School' student bursary programme allows students from poor households to use their MyKad-linked MyKasih student smartcard to purchase food at the school canteen, as well as books and stationary items at the school bookstore. This relieves low income households from the financial burden of educating their children.

The cashless payment system based on the MyKad chip technology allows MyKasih and its donors to track exactly what the recipients are purchasing using donor funds. This provides donors with traceability reports and the assurance that their funds are used solely for its intended purpose.

As a Foundation, we hope that with this level of transparency and accountability on how monies are being spent, more donor funds can be made available for us to implement a structured and sustained poverty eradication programme for communities in need.

MyKasih is currently exploring a pilot food aid project in collaboration with the Sarawak State Government for the rural Penan indigenous communities in Lusong Laku (Bintulu) and Long San (Miri) to see if incidences of malnutrition would decrease over time and whether the MyKasih method of welfare distribution would increase the families' probability of compliance with health checks at the community clinics to monitor levels of malnutrition.

This would be another exciting milestone for MyKasih as the system is able to operate in areas with no telephone connectivity or mobile coverage, at the same time, rendering much needed nourishment to malnourished families, especially children, in the rural interiors.





*Datuk Dr Rebecca has been supportive of MyKasih Foundation for many years.*

#### ***What do you envision for MyKasih Foundation.***

Looking at the larger scheme of things, the Malaysian Government has put in place the Economic Transformation Programme (ETP) and the Government Transformation Programme (GTP) in order to achieve its Vision 2020 of becoming a fully developed nation. Poverty eradication forms a major focus area in the GTP, which includes 'Raising Living Standards of Low Income Households' as one of its National Key Result Areas (NKRA).

Compounded with the rising cost of living, the poor can afford very little or nothing at all. Therefore, when aid is spread throughout the course of a one or two-year period, it gives the recipient families a sense of food security and the ability to overcome pervasive hunger. The recipients (usually the mothers in the household) are able to plan their budget for groceries accordingly and can feed their children healthier food.

This provides the poor with relief across a few dimensions and we can envisage an improvement on overall health and nutrition (i.e. better food security), as well as education (such as increased primary school enrolment, with more children likely to complete formal education up to secondary level).

I see MyKasih Foundation playing a serious role in eradicating poverty through food aid and education – which goes beyond charity and corporate philanthropy.

Achieving Malaysia's Vision 2020 requires a sound poverty reduction strategy with operational targets and good governance. Planning to put more aid through the system comes with the responsibility of ensuring that it reaches the poor that need it most. I am pleased to know that MyKasih's welfare distribution mechanism is able to provide Donors with that assurance.

The Foundation can be considered a 'specialist' in feeding the poor as that is the basic need we are able to immediately address through the use of the MyKad technology.

However, while welfare aid can raise the poor above desperate income levels, this will not lift them out of the poverty trap. The poor would need to be equipped and empowered to be more productive on their own account so that they can be weaned off welfare and put on a path of self-sustained betterment.

#### ***The role you play as a Trustee.***

As a Trustee, I provide the Foundation with input that will guide it into becoming a relevant and efficient player in the overall scheme of social protection for vulnerable communities. Having Dr Ngau as the Chairman of this humanitarian machinery - he, who has risen through hardship himself,- gives us all great faith that the technology which has been developed to do good is driven by a heart true to its cause.

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*DATUK DR REBECCA FATIMA STA MARIA is the Secretary-General of the Malaysian Ministry of International Trade and Industry (MITI) and Deputy Chairman of SME Corporation. She has a doctorate in Human Resource Development from the University of Georgia, Athens, United States, a Masters degree in Counselling from Universiti Putra Malaysia, and a Bachelors degree (Hons.) in English Literature from the University of Malaya. Prior to her current appointment, she was the Deputy Secretary-General (Trade) and before that, was Senior Director in the Investment Policy and Manufacturing Services Division of MITI. In this capacity, she was involved in negotiating Malaysia's Investment Agreements under Malaysia's bilateral and regional FTAs. She also served as the Director of Strategic Planning at MITI, a post she held from 1 Sept 2002 through 15 July 2005. Prior to her appointment to MITI she served as the Senior Project Coordinator at the Leadership Centre, National Institute of Public Administration (INTAN). Rebecca began her career in the Administrative and Diplomatic Service in 1981 and served in various capacities in the then Ministry of Trade and Industry. In 1988 she was seconded to the ASEAN Plant Quarantine and Training Centre as its Chief Administration and Procurement Officer. She was appointed a Trustee of MyKasih Foundation on 22 January 2010.*

# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES



CELEBRATES 12TH YEAR ANNIVERSARY  
WITH "YOU DESERVE BETTER" MESSAGE  
TO THE POOR AND DESTITUTE



From left to right: MyKasih Foundation Managing Director, Jeffrey Perera; Mediviron UOA Clinic General Manager, Fion Leong; MyKasih Foundation Trustee, Puan Siti Khairon; Mediviron UOA Clinic Aesthetic Physician and Owner, Dr Chen Tai Ho; MyKasih Foundation Head of Corporate Services, Evelyn Ho; and emcee of the event, Julie Voon.



Siti Khairon getting a facial analysis by the Mediviron UOA team.



Dr Chen showing Jeffrey Perera and Siti Khairon the newly refurbished clinic and their top-of-the range equipment.

On 12 September 2013, in conjunction with its 12th year anniversary celebration, Mediviron UOA Clinic signed a Memorandum of Understanding (MoU) with MyKasih Foundation to implement a programme that will assist the urban poor to generate additional income.

The self-sustainable, empowerment, entrepreneurship and income-generation programme called 'Mengecapi Aspirasi Diri' aspires to coach and transform the lives of women who receive food aid through MyKasih, to be financially independent and emotionally liberated.

The four-month comprehensive programme will be conducted in partnership with LifeWorks Sdn Bhd, led by Sharmini Hensen, and will target participants from the urban vulnerable productive poor segment within the Klang Valley.

Participants will be taken through four steps of Personal Transformation where training modules will be delivered through coaching, experiential learning, activities, role plays, facilitation, and lectures. The knowledge and exposure will help participants break out of the poverty cycle through better income generation. This, in turn, will ensure that their children have access to proper education.

Dr Chen Tai Ho, Aesthetic Physician and owner of Mediviron UOA Clinic said, "Living in the city can be stressful and challenging to many. Being in the heart of the city, we have come across those who are in dire need."



*Siti Khairon thanking Mediviron UOA for supporting MyKasih's women entrepreneurship programme.*



*MOU-signing ceremony taking place to mark the collaboration between Mediviron UOA Clinic and MyKasih Foundation.*



*The MOU signed by the two parties, which outlines the clinic's contribution mechanism to MyKasih.*

"As we celebrate our 12th year anniversary, we felt that it is timely to work with MyKasih Foundation to spread the message to the poor and destitute that not only do they deserve better, they are also capable individuals with great potential. Mediviron UOA Clinic is here to support their empowerment process," enthused Dr Chen.

"We are firm believers of the saying "Teach a man to fish and you can feed him for life". Hence, the self-sustainable entrepreneurship programme - to give the welfare recipients renewed hope for them to be independent in earning a living," added Dr Chen.

The partnership between Mediviron UOA Clinic and MyKasih Foundation was signed by Dr Chen and Siti Khairon, a Trustee of MyKasih Foundation. The signing was witnessed by Ms Fion Leong, General Manager of Mediviron UOA Clinic and Jeffrey Perera, Managing Director of MyKasih Foundation.

In thanking Mediviron UOA Clinic, Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, "MyKasih Foundation is dedicated to creating caring communities together with compassionate partners across all sectors. We believe in a true community spirit and this collaboration reflects our common goal of improving the well-being of the underprivileged through relevant knowledge-based programmes."

In her speech, Siti Khairon said, "While the MyKasih food aid programme reduces the burden of the underprivileged by ensuring that there is food on the table, we must also assist them to find ways to help them increase their household income – either through skills training, job employment or entrepreneurship."

"The knowledge these recipients gain will undoubtedly improve their self-confidence, boost their entrepreneurial potential, as well as empower them to become self-sufficient. This is a very important aspect of what we do in the Foundation together with the expertise from qualified training providers, but we can only help those who are willing to help themselves. The women must be dedicated, committed and hardworking in completing the programmes which we run," she added.

The collaboration with MyKasih Foundation marks another milestone for Mediviron UOA Clinic in uplifting people's lives. Established in 2001, Mediviron UOA Clinic is a premier aesthetic clinic licensed and regulated by the Ministry of Health Malaysia, where each treatment can only be carried out by a team of highly skilled experts. The team of doctors supported by the industry's leading technologies and world-class facilities have treated clients from both local and regional markets.

"We pride ourselves in giving top-notch professional services that are customised to our patients and clientele's needs. We highly prioritise their safety and provide thorough consultation prior to the treatment that is administered by doctors," affirmed Dr Chen.

In conjunction with its 12th year anniversary, Mediviron UOA Clinic unveiled the clinic's newly refurbished look and announced that the clinic will donate 1.2 % of sales derived from any aesthetic treatments purchased between 12 October 2013 and 12 March 2014 to MyKasih Foundation to support the entrepreneurship programme.

# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES



## PROGRAM SENTUHAN HARAPAN PETRONAS REACHES PENGERANG

*Launches Program Sentuhan Ilmu – an education initiative for the poor*



*Vice President & Venture Director of Pengerang Integrated Complex, Juniwati Rahmat Hussein (sixth from right); Managing Director of MyKasih Foundation, Jeffrey Perera (fifth from left) and PETRONAS Vice President of Human Resources, Raiha Azni Abdul Rahman (fifth from right) posing together with the families present during the launch.*

On 24 August 2013, PETRONAS launched their Sentuhan Harapan community outreach initiative at Dewan Az-Zubair in Kampung Jawa, Pengerang, Johor. PETRONAS had adopted 100 poor families in Pengerang as beneficiaries of monthly food assistance, all of whom are with school-going children.

PETRONAS began this collaboration with MyKasih Foundation in July 2010 by adopting 4,900 families nationwide, with the majority of the beneficiaries in Sabah and Sarawak. This was followed by another 3,000 families in Perak and Kedah in 2012, and an additional 5,600 families in 2013 (including the above 100 Pengerang families).

Program Sentuhan Harapan forms part of PETRONAS' corporate responsibility to facilitate socio-economic development for the underprivileged in areas of its operations. This is mainly to contribute to the well-being of the people and towards the Government's larger efforts to eradicate poverty in the country.

That same day, PETRONAS launched their newly-rebranded education initiative for the poor called Program Sentuhan Ilmu PETRONAS (PSIP).



*PETRONAS' Vice President and Venture Director of the Pengerang Integrated Complex Puan Juniwati Rahmat Hussin said, "Program Sentuhan Harapan PETRONAS is not just about giving aid, but providing means for the underprivileged to improve their quality of life through specially-designed intervention programmes focusing on empowerment and entrepreneurship, as well as skills training."*



The lively performances by the PSIP students of SK Pengerang, SK Sungai Rengit and SJKC Yok Poon.

PETRONAS had introduced the minor scholarship programme since 1975, which aimed to help academically-excellent students from low-income households. Up until 2010, this minor scholarship programme has benefitted 14,273 students from 697 secondary schools.

In 2002, Program Bakti Pendidikan PETRONAS (PBPP) was introduced to render assistance to rural poor students who have been identified as 'pelajar harapan lulus' (or HALUS). PBPP has helped more than 20,000 students from 53 primary schools since its inception.

Both the minor scholarship programme and the PBPP have since been combined and rebranded as PSIP starting this 2013.

Attendees during the launch event that day were kept entertained by performances from the PSIP students of SK Pengerang, SK Sg Rengit and SJKC Yok Poon.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat thanked PETRONAS for their continued support since 2010.

"This comprehensive CSR programme by PETRONAS contributes positively towards nation-building and I hope this collaboration will continue to grow for the betterment of the communities we have committed to serve," added Dr Ngau.



The representatives from four PETRONAS adopted schools posing for a group picture with Juniwati Rahmat Hussein (sixth from right) and Raiha Azni Abdul Rahman (fifth from right).

# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES



## DIALOG

### ENTREPRENEURSHIP PROGRAMME KICKS OFF IN JOHOR

*40 food aid recipients work towards financial independence*



On 24 August 2013, the 'Mengecapi Aspirasi Diri' (MAD) entrepreneurship programme kicked-off smoothly for DIALOG-sponsored food aid recipients in Pasir Gudang and Pengerang, Johor.

The programme comes under the Economic Planning Unit (EPU) of the Prime Minister's Department, themed 'Increasing Capacity and Capability for Target Groups 2013', which aims to raise the socio-economic status of the poor in Malaysia.

The MAD Programme is a four-month empowerment and income generation programme with the mission of coaching participants to become financially independent and emotionally liberated to create the life they desire. The trainers are from Lifeworks Sdn Bhd, led by lead coach Sharmini Hensen.



In October 2013, a total of 40 participants from DIALOG's MyKasih communities in Pasir Gudang and Pengerang completed five training sessions, which involved personal goal settings, financial coaching, effective communication skills and makeover sessions.



*Top and above: Lead coach, Sharmini Hensen (top picture in purple) and her team of coaches giving an impactful introduction of the MAD Programme to the recipients in Pasir Gudang and Pengerang, Johor.*

*The ladies begin the training sessions with a pledge to give their best during the programme.*

During the personal goal-settings session, the participants had pledged to generate a target income by the end of the programme in January 2014. With the support and coaching by the dedicated trainers, the participants are better able to overcome the challenges that they may face, in reaching their target incomes.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, "We have previously recorded impressive results from the MyKasih recipients in Kuala Lumpur and Sarawak who have completed the MAD programme. Not only are the participants able to earn additional income beyond the programme, their renewed sense of confidence and self-worth is a powerful life-changing experience in itself."

"This project is testament to the Government's efforts in managing the socio-economic development of the nation's poor in a strategic and sustainable manner. We hope EPU will be pleased with the outcome of this programme when the participants graduate in January," said Dr Ngau.

MyKasih plans to hold another session of the MAD programme in Sungai Siput, Perak for 50 MyKasih participants in November 2013.



*Top and above: The ladies learning the importance of communication, how to communicate effectively and clearly while being a good listener.*



*Ms Anna Cheong coaching the ladies on how to create and maintain a positive self image, body language and personal hygiene.*



*Coach Jashida Kamal explaining to the participants the concept of money management and sharing examples from the real life stories of successful people.*



*Self worth and self love: After the coaching and makeover session, the ladies felt and looked more self-assured. Coach Anna (centre) emphasised on knowing, loving and being realistic with regard to one's self.*

# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES

## ConocoPhillips channels RM160,000 to students through the MyKasih 'Love My School' Programme

ConocoPhillips Malaysia has channeled RM 160,000 to MyKasih Foundation to support 220 underprivileged primary school students in Kota Kinabalu, Sabah, and Kuching, Sarawak, under the MyKasih 'Love My School' student bursary programme.

A symbolic cheque presentation ceremony was held at Sekolah Kebangsaan St Paul Kolopis, in Kota Kinabalu, Sabah, on 5 October 2013, where Mark Wheeler, President of ConocoPhillips Malaysia, was present to officiate.

In his speech, Mark Wheeler said, "Being part of the world's largest independent upstream energy company, our management puts in a lot of effort in building strong relationships with our business stakeholders. In collaboration with MyKasih Foundation, we are building relationships with the local communities where we operate and giving back to those in need through our corporate responsibility initiative."

Students from low income households who are adopted under the 'Love My School' programme are rendered assistance in the form of bursaries via a contactless MyKasih smartcard. Once the students are selected and approved by the sponsor, accounts will be opened against the students' MyKad in the MyKasih system into which a spending allowance of RM 30 will be deposited twice a month.

The students will draw on the allowances by using their MyKasih student smartcard to pay for purchases of school books and stationery items from the school

bookstore, as well as food from the school canteen. The bursary scheme is subject to review every 5 to 6 months where students' academic performance is assessed.

"Personally, I am very moved by this humanitarian effort by the MyKasih Foundation to help low income parents cope with the rising cost of living and education," added Mark Wheeler.

During the event, Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat expressed his gratitude to ConocoPhillips Malaysia for supporting the 'Love My School' programme.

"Part of corporate social responsibility is to improve society by cultivating synergy between the government and the private sector in the eradication of poverty. Children's education is a very significant component of poverty eradication as they are the nation's leaders of tomorrow. To invest in a child's education today is to invest in the future well-being of our country," said Dr Ngau.

"I am therefore very appreciative and thankful to ConocoPhillips Malaysia for supporting the MyKasih 'Love My School' programme. I hope ConocoPhillips will continue to assist more MyKasih children in the future," added Dr Ngau.

Others present that day were the Principal of Sekolah Kebangsaan St Paul Kolopis, Anthonia Juvita Bulot and the Principal of Sekolah Kebangsaan St Theresa Inobong, Justina Jipiu.



Left to right: Maureen Wheeler, Mark Wheeler, Dr Ngau Boon Keat, Mrs Jean Ngau, Justina Jipiu and Anthonia Juvita pose with a student beneficiary during the ceremony.



# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES



## adopts SK Sungai Udang under MyKasih 'Love My School'



*The team from Phillips 66 led by John Thornton (back row, sixth from right) and Siti Khairon (back row, second from right), posing for a group photo with the teachers and student beneficiaries of SK Sungai Udang.*



*General Manager of Phillips 66, John Thornton, with the happy students posing with their MyKasih student smartcards.*

40 primary school children from Sekolah Kebangsaan Sungai Udang (SK Sungai Udang) have been adopted under the MyKasih 'Love My School' student bursary programme for one year, sponsored by Phillips 66. Built on more than 130 years of experience, Phillips 66 is a growing energy manufacturing and logistics company with high-performing midstream, chemicals, refining and specialties businesses.

On 21 August 2013, five representatives from Phillips 66 – led by the General Manager John Thornton, went to the school to observe the student orientation session. Also in attendance was MyKasih Foundation Trustee, Puan Siti Khairon.

The orientation session gave Phillips 66 an opportunity to observe how their adopted student beneficiaries are able to select and pay for food at the school canteen using their MyKasih smartcard during school recess time.

In addition to being able to purchase canteen food, the students will also be able to use their smartcard and Phillips 66's monthly allocation of RM 60 on books and stationery items at the school bookstore.

"We believe in giving back to the communities where we operate. SK Sungai Udang was chosen as it is located just adjacent to our Melaka Refinery business," said John Thornton.

"It is humbling to learn about some of these students, whose parents are earning less than RM 600 a month. We hope that this financial assistance will help meet the basic needs of the students and have direct benefits on their education, as well as their general well-being," added John Thornton.

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat, expressed his gratitude to Phillips 66 for choosing the MyKasih 'Love My School' student bursary programme. "I hope this collaboration will continue to grow for the betterment of the communities and the nation at large," said Dr Ngau.



*The student beneficiaries making their first purchase at the school canteen.*

# Q3

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, July - September 2013**

# LAUNCHES



PRIHATIN  
BERSAMA



Dedicated to empowering the underprivileged through training and job placement



*GCH representatives taking the MyKasih job applicants on an educational tour around the hypermarket to explain how it operates.*

In October 2013, GCH Retail (Malaysia) Sdn Bhd, or better known for its brand 'Giant', held a series of job interviews for MyKasih recipient families at three of their outlets in Puchong, Batu Caves and Cheras. The overall aim of this recruitment exercise was to empower the underprivileged with dignity by enabling them to earn income and become financially independent.

GCH Retail (Malaysia) Sdn Bhd General Manager of Human Capital Development Azmin Abd Aziz said, "At Giant, we believe in helping those from low income households earn a better living. We hope that by working with Giant, the MyKasih recipients are able to receive a stable income and no longer be dependent on food aid."

"Our team of dedicated trainers will provide them with all the necessary knowledge and skills required for the jobs offered to them. All they need to do is take that first step and remain committed to wanting a better life for themselves and their family," added Azmin.



*GCH's HR staff explaining the hiring process, job scope, benefits and company expectations to the applicant.*



Out of the 40 MyKasih applicants who have been interviewed, 8 have since started working at the Giant outlets closest to their homes. Applications are still being processed for the remaining applicants.

Both part-time and full-time positions in cashiering, baking, security and IT were offered with a salary range of RM 900 – RM 2,500. Successful full-time hires would also receive employees' provident fund (EPF), social security organisation (SOCSO) and medical entitlements, depending on position, qualification, experience and mobility.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat thanked Giant for their sensitivity and awareness towards the plight of the poor.

“We hope that Giant will continue to offer job opportunities to the MyKasih recipients throughout the country,” said Dr Ngau.

Earlier in July, Giant made a contribution of RM 500,000 to MyKasih Foundation through its chain of Giant hypermarkets, in support of the latter's mission of helping the poor through food aid and education.



GCH's Trainer presenting the overview of GCH Retail, its mission, vision, benefits and the opportunity to grow within the company.



Job applicants being told what goes on behind the fresh food counter.



The job applicants being briefed on why Giant organises their aisles the way they do - home items first and wet food items at the end.



## Foundation empowers women with skills

In October 2013, LuxAsia Foundation offered 3 MyKasih recipients full sponsorships worth RM 10,000 each for a full-time 3-month grooming and make-up course.

LuxAsia aims to empower women from disadvantaged backgrounds who are committed to making a difference in their lives and that of their families. As part of the interview process, LuxAsia's Senior Trainer, Janet Low conducted a make-up demonstration to the potential candidates. In ensuring that the right candidates were selected for the course, the interviewees were assessed based on their attitude towards learning and asked to demonstrate their basic make-up skills within a given time-frame.

The skills training course will commence in November 2013. Upon completion of the course, graduates will stand a chance of being employed by LuxAsia to work as a beautician or make-up artist, or pursue their independent careers and set up their own businesses.

"We are happy to be collaborating with MyKasih Foundation in our philanthropic journey as we believe that MyKasih has the same mission as us and that is to create independence among the disadvantaged," said Madam

Chung Tze May, Managing Director, LuxAsia (Malaysia) Sdn Bhd.

In thanking LuxAsia Foundation for offering training and job opportunities to MyKasih beneficiaries, Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, "The course sponsorship, coupled with the prospects of being hired by an established organization such as LuxAsia, is a truly meaningful opportunity for the women. We hope that LuxAsia will continue to consider MyKasih welfare recipients as deserving candidates for their empowerment programmes in the near future."

LuxAsia Group is the leading distributor of renowned luxury fragrances and beauty products with offices in 11 countries across Asia. The group's portfolio includes Beiesdorf, Clarins, Guerlain and LVMH. LuxAsia Foundation was set up in 2011, as part of their philanthropic effort to empower women from disadvantaged backgrounds by providing scholarships for certified vocational training in the areas of make-up, nail care and spa therapy. It is the foundation's hope that this new skill will develop self confidence in these women and help improve their lives.



Janet Low, Senior Trainer of LuxAsia, demonstrating how to apply basic make up.



Hands On Workshop during the interview - a chance for recipients to show their skills and convince LuxAsia why they should receive the Make Up Course scholarship.



Representatives from LuxAsia and, MyKasih Foundation with the trainees.

# 'LIGHTING UP LIVES' IN AID OF THE ORANG ASLI

DIALOG's hosting of Dama Orchestra's Butterfly Lovers raised RM 126,000 in support of MyKasih Foundation.



*Top and above: The excited orang asli children of the Semai community in Kampung Tual, Pahang testing out the solar light bulbs.*



*MyKasih Foundation Chairman and Co-Founder, Dr Ngau Boon Keat, addressing the audience before the start of the musical performance.*

On 11 October, DIALOG hosted the staging of Dama Orchestra's "Butterfly Lovers", a well-known Chinese musical, at the Kuala Lumpur Performing Arts Centre (KLPAAC) in aid of MyKasih Foundation. Themed "Lighting Up Lives", the event raised RM 126,000 through ticket sales and cash donations, which will be used to purchase 500 solar light bulbs to be distributed to Orang Asli homes without electricity, as well as Back-To-School items for 700 school-going Orang Asli students.

In his opening speech, Dr Ngau Boon Keat thanked the audience for their support of the arts and of MyKasih Foundation.

In his capacity as the Executive Chairman of DIALOG, he said, "As a responsible and caring corporate citizen, DIALOG actively supports the country's aspirations, especially its efforts in eradicating poverty. Aligned with the Group's values of being 'Competent' and 'Compassionate', DIALOG is committed to doing good where it operates."

Established in 1984, Dialog Group Berhad (DIALOG) is a leading integrated technical services provider to the upstream and downstream sectors in the oil, gas and petrochemical industry. DIALOG services encompass Logistic Services (Tank Terminals & Supply Base); Specialist Products and Services; Plant Maintenance and Catalyst Services; Engineering and Construction; Fabrication; Upstream Services; and ePayment Technology & Solutions.

"Together with MyKasih Foundation, DIALOG currently provides food aid to more than 1,200 underprivileged families nationwide, including the Orang Asli. The solar light bulbs and the Back-To-School items are necessities which we hope will help the children study better and do well in school. We look forward to doing more with the Orang Asli communities in the coming months," said Dr Ngau Boon Keat, who is also the Chairman and Co-Founder of MyKasih Foundation.



*MyKasih Foundation Senior Manager, Shafinaz Suhaimi registering an Orang Asli mother to be a recipient under the 'Love My Neighbourhood' food aid programme.*



*An Orang Asli recipient was all smiles after successfully purchasing basic food items such as rice, biscuits, flour, seasoning and canned food at the appointed retail store.*

## *The tragic love story...*

Butterfly Lovers is a Chinese tale similar to William Shakespeare's 'Romeo and Juliet'. The earliest record of the legend of Butterfly Lovers can be traced back to the late Tang Dynasty. In Shidao Sifan Zhi (十道四蕃志), the author Liang Zaiyan (梁载言) wrote:

"The righteous woman Zhu Yingtai was buried together with Liang Shanbo."

Set in ancient China, Butterfly Lovers tells the story of two young people, Zhu Yingtai and Liang Shanbo, who fall in love with each other while in school. But their love is short-lived – Yingtai was betrothed by her parents to another man from a rich family called Ma Wencai. Liang, upon hearing the news, falls critically ill and dies a tragic death.

On the day of Ma and Zhu's marriage, mysterious whirlwinds prevent the wedding procession from escorting the bride beyond Liang's grave, which lies along the journey. Zhu leaves the procession to pay her respects to Liang.

She descends into bitter despair and begs for the grave to open up. Suddenly, the grave opens with a clap of thunder and Zhu throws herself into the grave to join Liang. Their spirits turn into a pair of beautiful butterflies and emerge from the grave. They fly away together as a pair of butterflies and are never to be separated again.



*The cast of the musical, Butterfly Lovers, take a bow at the end of their moving performance.*



*The evening was light and happy, with business partners, friends and family members enjoying refreshments served before and after the show.*



*The talented artists of Dama Orchestra giving a thumbs up to a successful evening in support of a good cause!*



## ENHANCING THE SKILLS & CAPABILITIES OF THE POOR VIA PROGRAM SENTUHAN HARAPAN PETRONAS

PETRONAS held a certificate presentation ceremony in Kuching, Sarawak on 17 September 2013 to celebrate the success of Sentuhan Harapan recipients in completing a three-month skills training and mentoring programme on entrepreneurship. The skills training was conducted to provide selected extreme poor families adopted under Program Sentuhan Harapan PETRONAS the means to generate additional income for their household.

Gracing the ceremony as the guest of honour was the Minister of Welfare, Women and Family Development of Sarawak, YB Datuk Hajah Fatimah Abdullah. Also present were Haniff Hj Hassan, General Manager of Stakeholder Relations Department, GCAD PETRONAS; Shamsur Taha, General Manager of Sarawak Regional Office, GCAD PETRONAS; Jeffrey Perera, Managing Director of MyKasih Foundation and Raymond Gabriel, CEO of People Systems Consultancy.

The programme, a collaboration with MyKasih Foundation, has benefitted 13,500 underprivileged families in the country. Recipients comprising single mothers, housewives and the unemployed are provided with essential food aid, awareness courses and skills training programmes on financial literacy, health management, sewing as well as entrepreneurship to encourage a progressive and forward-thinking culture among the identified recipients.



*In her speech, Datuk Hajah Fatimah informed that there are a total of 28,000 extreme poor people in Sarawak and it is crucial for the government and corporate sector to work hand-in-hand to eradicate poverty in the state.*

*"The Ministry is appreciative of the support provided by PETRONAS to the state government in poverty eradication for the past three years via Program Sentuhan Harapan PETRONAS," she said.*





In his speech, Haniff congratulated the programme participants for having successfully initiated small enterprises to market their homemade food and craft products. From a survey conducted, 70% of recipients in Miri, Bintulu and Kuching have started businesses and gained an increase in income between RM 100-1000 each month.

Program Sentuhan Harapan PETRONAS is a corporate social investment to facilitate the socio-economic development of underprivileged communities in Malaysia. Officially launched by the Prime Minister on 22 July 2010, the three-year programme is aimed at enhancing the skills and capabilities of the poor so that they can have a better quality of life and stay out of the poverty cycle.



*Kek Lapis Sarawak made by the successful Sentuhan Harapan entrepreneurs being put for sale during the event.*



*YB Datuk Hajah Fatimah trying out the rojak sauce made by one of the programme participants.*





# EMPOWERS COMMUNITY WITH LIFE SKILLS

*Welfare recipients en route to becoming financially independent*



*Managing Director of TNT Express Malaysia, SC Chong, congratulating the Financial Literacy & Living Skill Programme graduates.*

40 participants proudly received their Certificate of Completion from TNT Express Malaysia (TNT) at a graduation ceremony held on 20 October 2013 at Dewan MBPJ, Desa Mentari, Petaling Jaya after completing a five-month living skills bakery programme and a ten-month comprehensive financial literacy programme.

The participants were mainly housewives from low-income households in Desa Mentari, who have been receiving monthly food aid since April last year under the TNT-MyKasih 'Love My Neighbourhood' programme. The financial assistance rendered to these beneficiaries was in the form of a spending allowance of RM40 that was deposited into their MyKad twice a month.

The allowance enabled the recipients to shop for essential food items at participating retail outlets and pay for their purchases using their MyKad via a cashless payment system that is efficient, secure and transparent.

As part of their corporate responsibility initiative with the underprivileged, TNT staff volunteers in partnership with

training providers conducted the financial literacy and living skills bakery programmes with the main aim of helping the welfare beneficiaries become more financially independent. The end goal is to assist the families to achieve a better quality of life for themselves and their family members.

The financial literacy programme taught the participants about thrift and savings, as well as basic personal finance management; while the living skills bakery programme which started in May 2013 empowered the participants with new skills to earn extra income.

TNT engaged Chooi Sim, a professional chef from L&S Bakery, Taman Muda, Cheras to teach the participants how to bake different types of bread, cookies, cakes and pizza. The participants were also taught how to run a baking business using innovative sales and marketing techniques.



*MyKasih's Advisory Council Committee Member, Puan Nazrin Aneeza, delivering encouraging words to the graduates.*

During the graduation ceremony, Chong Siang Chung, Managing Director of TNT Express Malaysia said, “Corporate social responsibility today is no longer limited to companies merely issuing cheques to welfare organisations. There are communities and people out there with various needs, and at TNT, we believe everyone can do their bit to help those who may not be as fortunate as we are. This is why in all our CSR initiatives, TNT Express Malaysia also get its staff actively involved in order to truly make an impact in the communities in which we operate.”

“CSR has always been part and parcel of our operations in Malaysia because we believe that TNT Express Malaysia, just like any other business, leaves a significant impact on the communities in which we operate, and we feel that it is our responsibility to make this impact a positive one,” added Chong.



*Participants meticulously preparing their peanut cookies as per the recipe taught by their trainers from TNT Express.*

TNT Express Manager of HR-HSE & Corporate Responsibility, Chook Chooi Khum said, “We are extremely delighted to have assisted all the participants through these initiatives. The results from both the programmes have been heartening. The graduates not only know how to bake cookies, muffins, cakes, bread, hot dogs and pizzas, but they have learnt how to market and sell their very own products and manage their personal finances as well. We believe the programmes have provided them with useful skills and knowledge that will help them in the long run.”



*Delicious peanut cookies baked by the participants.*

Shamilah a/p Anbalagan, a graduate from the programmes, expressed her gratitude to TNT and said, “As a donor, TNT has not only provided us with financial support through the MyKasih food aid programme, but also living skills to help us raise our household income. The comprehensive financial literacy course taught us how to better manage our personal finances. I can use my savings to start a business. Thank you, TNT.”

Also present during the ceremony, MyKasih Foundation Advisory Council Member, Nazrin Aneeza said in her speech, “We are very encouraged with the commitment shown by TNT Express Malaysia. The continuous dedication and care that they have demonstrated towards the well-being of these families are truly exemplary. We look forward to continuing our philanthropic journey with such a generous organisation that is truly sincere in helping those who are in need.”



*Proud participants posing with their certificates of completion alongside trainers and staff members from TNT Express Malaysia.*

**DIALOG**

**FOOD AID RECIPIENTS GRADUATE  
IN FINANCIAL LITERACY**



*Proud and gleaming graduates of Level 1 & 2 of the PPKSKA Financial Literacy programme*

40 food aid recipients from DIALOG's adopted MyKasih community of Kampung Sungai Kayu Ara graduated from a comprehensive financial literacy programme in October 2013. The graduation celebration was held at the Mosaic Community Studio in Bandar Utama. Excited with the achievement, many of the graduates were eager to share their success stories to inspire and motivate others.

The graduation ceremony kicked-off with an enthusiastic performance of the 'Financial Literacy' theme song. The song, as well as a short quiz session held thereafter, aimed to reiterate the key learning points of the financial literacy programme, such as making sound purchasing decisions – "Do I need it?"; "Is there a substitute or a cheaper alternative?"; "Can it wait?". The fundamentals of the programme seemed to have also successfully rubbed off on the young, as they claimed the quiz prizes as easily as the adults.

The 10-month financial literacy programme was conducted by volunteers from NGO partner Pusat Penyayang Kampung Sungai Kayu Ara (PPKSKA), based on the Malaysian Care syllabus. The programme comprises of 2 Levels with 10 modules each, which would take 2 years to complete.

Level 1 focuses on 'Economic Stability' within the household and covers topics such as the value of money, household budgeting, savings, loans, insurance and attaining financial freedom.

Graduates of Level 1 then move on to Level 2, which focuses on 'Economic Development'. Topics include knowing oneself (self-analysis and self-image, skills & inclinations), thinking patterns, time management, marketing, costing, record-keeping, and goal-setting.

To-date, a total of 95 Kayu Ara MyKasih recipient families have graduated at Level 1, and out of these, 57 have successfully completed Level 2.



*One of the graduates sharing his experience and journey after implementing what he had learned from the programme*



*Children from the Kampung Sungai Kayu Ara singing the financial literacy theme song*

PPKSKA dedicates their time walking alongside underprivileged families through site visits and open communication. Even after completing the programme, the graduates are coached on tracking their income and constantly encouraged to pursue their set goals through regular support-group meetings.

Chairman of PPKSKA Mr Lam Kuan Lock said, “All our Cikgu Kursus Kewangan (trainers) rejoice and celebrate together with the graduates – they are our neighbours and friends after all! We are thankful for the opportunity these families have given us to walk with them on their personal journey towards financial freedom and economic well-being.”

“There is hope and a brighter future for all of us! Working together in partnership with MyKasih Foundation, as well as other agencies and institutions, we can surely transform communities, one family at a time,” he added.

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat, who is also the Executive Chairman of DIALOG said, “We are proud of the graduates and share in the happiness of our adopted food aid beneficiaries who have managed to create a better future for themselves.”

“I recognise the great effort made by PPKSKA in nurturing these families through their hard times. Every success story means one less family living in hunger. Keep up the good work!” Dr Ngau ended.



## A Success Story from the PPKSKA Financial Literacy Programme

Puan Haliye is a wife and mother to four school-going children. She works as a sales promoter in a retail outlet in Bandar Utama,

while her husband works as a freelance contractor. She brings home a monthly wage of slightly over RM700, while her husband earns income on a project basis.

However, Puan Haliye and her husband are determined to find ways to uplift their current lifestyle. “We are truly fortunate to have our application for MyKasih’s food aid programme approved. With the RM80 a month of food aid, we are able to purchase staple food like rice, eggs, milk and sugar and feed our children with nutritious meals, which was a little difficult for us to do consistently. We are also able to use the money saved from the food aid, for other important things like the children’s schooling, transport to work and utility bills,” said Puan Haliye, who is currently paying a hefty RM500 a month for the house rental out of the RM700 wage that she brings home. They have applied and are currently on the waiting list for a government aided house with lower rental.

Puan Haliye’s food aid programme is under the sponsorship of Dialog Group Berhad. DIALOG currently has 100 families in the Kampung Sungai Kayu Ara Community.

When DIALOG offered free sewing classes for their recipients in Kampung Sungai Kayu Ara, Puan Haliye took advantage of the offer and took up the sewing course as she felt that this could be an opportunity for her to learn a new skill and subsequently, master it to earn additional income. The sewing classes held at Bernina were the brainchild of MyKasih’s Advisory Council member, Puan Nazrin Aneeza, who used the Grameen model to create the SEW4Life programme, where she and her group of friends volunteer their time to teach.

Through the SEW4Life programme, Puan Haliye learned how to sew quilts, cushion covers, curtains, baju kurung and many more. Due to Puan Haliye’s determination and interest to learn, Bernina had helped Puan Haliye to secure an over-lock sewing machine. With this new machine, other than being able to make more quality sewing projects, she also makes extra income by surging of materials for her neighbours and friends too.

When the opportunity came for Puan Haliye and her husband to join the Financial Literacy programme conducted by the Pusat Penyayang Kampung Sungai Kayu Ara (PPKSKA), they quickly signed up and made sure they did not miss any of the classes. Through the Financial Literacy programme, Puan Haliye learnt the power of budgeting and saving, which her husband and children too, have adopted. Always asking themselves the 3 important questions, “Do I need it?”, “Is there an alternative?” and “Can it wait?” before making purchases.

PPKSKA helped graduates to apply for the 1AZAM KERJA programme. Puan Haliye was lucky enough to be able to get her project approved. She has now received a sewing machine to sew t-shirts. With the knowledge she has gained from her sewing class and financial literacy programme, Puan Haliye now earns a side income of an approximately RM400 a month. Blessed with a husband and children who share her vision of a better lifestyle, her husband and 2 older daughters help her with the sewing too!

“I cannot thank DIALOG and MyKasih enough for creating the opportunity for people like me to succeed in life. With this new skill and knowledge, I hope to be able to expand my cottage business to open a tailoring and grocery store and eventually buy my own home someday. I believe I can do it and I believe I will do it,” said Puan Haliye.

# DEVOTED TO CHILDREN



*“For children, the best thing you can give is love and hope.”*

*-Miliee Kassim*

*MyKasih Foundation Advisory Council Member, Miliee Kassim takes a moment to share her story with us.*

When a child reaches out to touch Miliee Kassim’s smiling face and calls her ‘amma’, it is easy to understand the reason why Miliee involves herself in charity and welfare. Through Kassim Chin Humanity Foundation, she works towards providing education opportunities for underprivileged children in various communities in Klang Valley. Needless to say, she has changed the lives of those in her communities – and her own –for the better.

Before she became involved in charity and welfare, she was an entrepreneur and a successful business woman. Her life’s journey in charity and welfare began when she met the ‘hugging saint’, Sri Amritanandamayi Devi, better known as the Hugging Amma, during the latter’s visit to Malaysia in year 2002.

Miliee recalls the Hugging Amma’s words to her, “She told me that my life’s purpose is to serve the poor and needy – that helping them will bring me joy and happiness.”

In 2009, she founded the Kassim Chin Humanity Foundation (KCHF, named after her husband and father), to manage community centres for underprivileged children in Puchong and Semenyih. These community centres serve as day-care centres and kindergartens in the mornings, and tuition centres in the evenings. KCHF provides teachers and meals for the children free-of-charge.

In situations of single-parent households, or where the parent is unemployed or working, the children tend to be left unattended and exposed to undesirable activities. In some cases, children as young as 12 years old no longer attend school as they have to take care of their younger siblings. The community centre aims to assist these families in caring for their children while the parents go out to earn a living.

“Initially we were very concerned. The children seemed indifferent about their future. When we asked them their ambitions, their answers were always a nonchalant ‘anything’ or ‘I don’t know’. They did not see the potential within themselves and did not have any ambitions or dreams that they felt was possible to achieve. These children were broken,” she said.

Miliee then decided to organise a children’s camp to instil a positive mindset, to motivate and inspire the children, and most importantly, to teach them to dream.

“You should have seen the children’s faces! After the motivational camp, they started to dream big. We made them come up with vision boards to encourage this. For the first time, we saw hope in their eyes,” she enthused. Affectionately known as ‘amma’ or ‘mama’ in the communities she serves, the children see her as a mother figure.

KCHF strives to provide education opportunity, health care and social services to the underprivileged regardless of nationality, age, gender, race or religion. Yet Miliee reaffirms that children are her main focus.



*“I love children. They are our future. Underprivileged children grow up in a different environment than what you or I are used to. They grow up in an environment where high-risk behaviours are the norm and having three square meals a day is considered rare. Things that we take for granted; like having a weekend outing, eating fast food or watching a movie are, for most of these children, the highlight of their childhood.”*

“KCHF aims to provide opportunities to enable the children to live their lives to their fullest potential. We just have to give them hope and let them realise that they are in control of their own future,” she said.

“I am blessed with such tremendous support from my husband and sons, who share my passion and love for the children under our care. My family are my source of strength,” she said.



*Miliee is grateful to have her family's involvement in her philanthropic activities. Her son (middle) became a facilitator at the 2011 children's camp organised by KCHF and sponsored by MyKasih Foundation.*

Miliee learnt about MyKasih Foundation when she was asked to assist MyKasih in identifying poor families in Puchong to be adopted under the MyKasih 'Love My Neighbourhood' food aid programme.



*Miliee Kassim giving out goodies to the children during the launch of the KCHF community centre in Batu Caves in 2011.*

Miliee met Dr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation, for the first time during the launch of the Puchong programme.

"Speaking to him, I knew that this was a man I would like to work with. He spoke so passionately about helping the poor and I immediately saw the common objective of the two foundations working together," she said.

"I am proud to be a part of the MyKasih team and am very happy that MyKasih focuses on the children's development and learning. The MyKasih 'Love My School' programme is brilliant! Not only does it aid them in the purchase of stationery items but they can also purchase food and drinks at the school canteen using the MyKasih student smartcard. Hopefully this will keep them in school and enable them to focus on their studies," she said.



*Miliee bonds with the children under her care. Pictured above, some of the children from Puchong during a Deepavali celebration in 2012 with 'Ammam Miliee'.*

Miliee has watched the children in the Puchong, Semenyih, Gombak and Batu Caves communities grow up for the past eight years. Some have already achieved their dreams while others are still studying to pursue their ambitions.

"One boy is now working as a chef in a four star hotel – it was his dream. Another boy is now working for an IT firm, while one girl is studying electronics at a local university. The most heartening of all is a girl from Puchong, who is studying early childcare so that she can help other underprivileged children," she proudly exclaimed.

Miliee calls on volunteers and donors to give back. "Do take the time out to read a story to a child or take the children for outings. You will be amazed at the impact it will have on them. It could well be one of the best experiences of their lives," she said.

She recalls a donor who decided to take the children to watch a movie at The Curve, Damansara. The children were over the moon! That was the first time any of them had ever been in a movie theatre. They marvelled as they sat on the comfortable cushioned chairs, in an air-conditioned area, watching in the big screen with the mega sound system. That was in March 2013. The children are still talking about it today.

"These activities give the children an opportunity to get together, play and have a great time. The pleasure and joy we offer them represent only a tiny part of what we can do to improve their outlook in life. Through the collaboration between MyKasih and KCHF, we may overcome the social isolation which hinders the healthy development of these children," she ended.

## 2 lucky MyKasih youths experience



# Microsoft YouthSpark

On 8 October 2013, Microsoft Malaysia launched their inaugural 'Innovate for Good' event, a Microsoft YouthSpark programme in partnership with TakingITGlobal. The programme enables youths to collaborate, inspire and be inspired, as well as support each other in innovating technology to make a difference in their communities by providing the tools and resources needed to bring their ideas to reality.

More than 140 young Malaysian innovators attended the two-day programme at Microsoft Malaysia's office at Kuala Lumpur City Centre. They spent their time listening to leading social innovators and entrepreneurial experts, and were taught effective presentation skills, after which they pitched their winning ideas. The topics of discussion included education, environment, health, empowering women and poverty eradication, as well as creative solutions that are possible through technological innovations.

Ben Guan and Chong Su Man were the lucky two youths from MyKasih Foundation to attend the programme. Both are Tun Rahah scholars from the MyKasih-Yayasan Cemerlang partnership, who are currently pursuing their tertiary studies in University Tun Abdul Razak in Kuala Lumpur.

"MyKasih not only gives us the opportunity to further our studies at a renowned university, but also sends us to programmes such as the Microsoft YouthSpark amongst others. I am truly grateful for the exposure and experience gained from such an enlightening and inspiring programme. My team may not have won in the pitch but to be exposed to innovative ideas, technology and building new relationships along the way is absolutely priceless," said Ben.

Speaking at the Innovate for Good event, Microsoft's Corporation's Senior Director of Citizenship and Public Affairs, Dr. Akhtar Badshah said, "Technology has a role to play in how we can level the playing field and provide access to youth in underprivileged communities. But technology has to be connected with empowering youth by building their skills, by inspiring them to innovate and become changemakers."

"We have to invest in them through time, talent and treasure, so we can support them. With 'Innovate for Good', we aim to help youth around the world realise their potential and create a work that they can thrive in," added Dr. Akhtar Badshah.



*Ice Breaking session. First impression counts!*



*Ben Guan, Chong Su Man and their friend expressing their aspiration for the future*



*Break-out group discussions are a mine-field of creative ideas.*





*I am a proud Tun Rahah scholar!*

## STRIVING TOWARDS A BRIGHTER FUTURE

*“Without MyKasih and Yayasan Cemerlang, I might not be able to further my studies.”*

-Ong Yee Mun, UNIRAZAK-MyKasih Scholar 2013-

Ong Yee Mun is the eldest of 2 siblings. Her father is a carpenter and her mother works as a grocery store supervisor, not too far from where they live.



*This 4.0 CGPA Accounting student spends her time studying at the college library and helps tutor her friends in their studies.*

Yee Mun or Yvonne, as her family and friends know her best, was accepted to further her studies in UNIRAZAK to study Bachelor of Accounting (Hons) (CPA) (Australia) for the June 2013 intake. She was sponsored by the Tun Rahah Scholarship Fund, Yayasan Cemerlang. This comes as no surprise as Yvonne is a very focused and energetic youth. She scored a whopping 11A's in her SPM and represented her school in many sports and society activities, such as squash, ping pong and badminton. She also received merits for Chemistry and History quizzes, organised at the state level.

Like many her age, the transition of moving from high school to college is both exciting yet intimidating. Yvonne felt no different. However, she has adapted in the new environment very well. She is excited with the multi cultural, multi racial and multi religion environment at her college, but most of all on how everyone is able to interact as well as assist one another in their studies.

Yvonne was extremely concerned about her command of the English language which she finds to be a real challenge as all her subjects are in English. Not being one to back down from a challenge, this young and gritty person scored A's in all her 3 subjects, giving her a CGPA of 4.00/4.00 in her recent semester examination.

Yvonne hopes to become a successful Chartered Accountant. She also would like to own a 'Wedding Planner' boutique as she has a deep passion in organising weddings and all things beautiful and whimsical.



*Yee Mun (far left) together with the other Tun Rahah scholars from MyKasih families attending the Rashomon show at KLPAC.*

♥ Ways To Contribute

**YOU CAN**

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

## INDIVIDUALS

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

## VOLUNTEERS

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

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

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

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#### 3 CREDIT CARD

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

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

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

For further information, please contact us at [info@mykasih.com](mailto:info@mykasih.com) or +603 7949 9735.

**MyKasih Foundation** (865756-D)

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# A Welfare Programme with a **Technological Difference**

Food  
Aid

Providing  
aid for essential food items



Education  
Workshop

creating  
a brighter future

