

# AmBank Group casts its CSR net wide

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**A**MBANK Group does not believe in just giving donations. It believes strongly in carrying out corporate social responsibility (CSR) projects that give back and care for the health and long-term betterment of the market place, community, its staff and the environment.

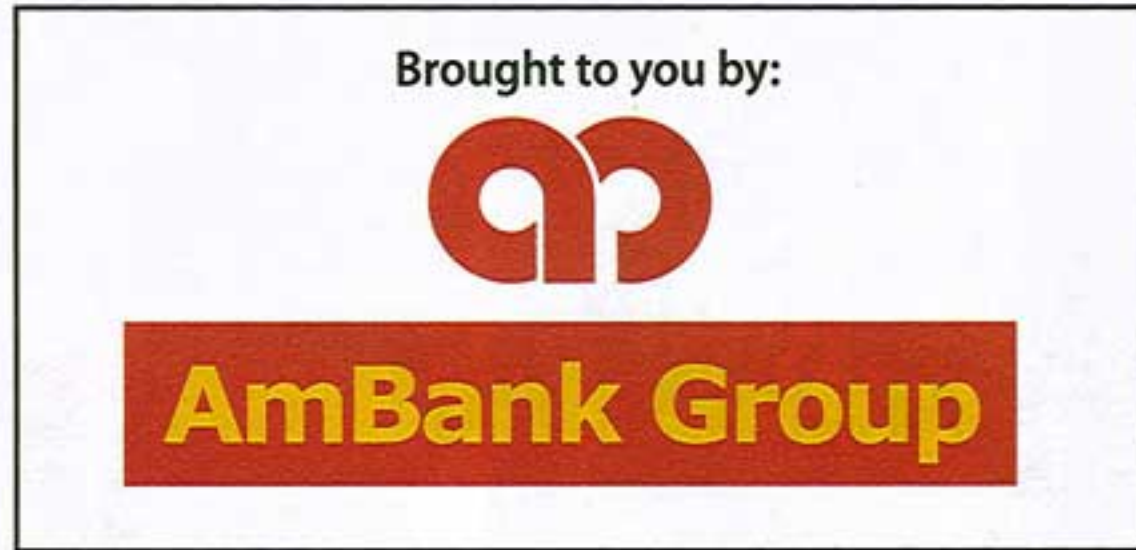
AmBank Group chairman Tan Sri Azman Hashim says the group places emphasis on the sustainability of each of these CSR programmes as it believes in carrying out its business of banking responsibly and for the long-term benefit of the community within which it operates.

The giant financial group believes in the adage, it is better to teach people how to fish than to give them fish.

Through its AmBank-MyKasih Community Programme, the group engages in an innovative social and community rehabilitation programme for the hardcore poor.

Each selected area will have 100 family recipients, who are vetted by non-governmental organisations with the assistance of MyKasih Foundation.

Seven areas have been identified so far in Penang, Kuching, Kota Kinabalu and the Klang Valley.



The programme provides about 100 families with RM1,000 each per year for foodstuff such as rice, sugar, flour, milk and cooking oil.

Under this programme only the women of the families, using their MyKad, could get the foodstuff at selected partner hypermarkets.

"We work with local non-governmental organisations to identify those who need help. Then, we register them with the hypermarkets where they can get the items for RM40, twice a month. More than 700 families have benefited from this programme," says Azman.

He says the programme also organises a series of basic financial literacy talks, aimed at helping adults manage their finances and boost their budgeting skills.

"Subsequently, we even have people who have told us that they do not need the financial aid anymore as they have moved out

of the poverty circle."

The AmBank-MyKasih Community programme, through the AmGroup Foundation, is part of the group's CSR activities for which RM1 million a year has been allocated.



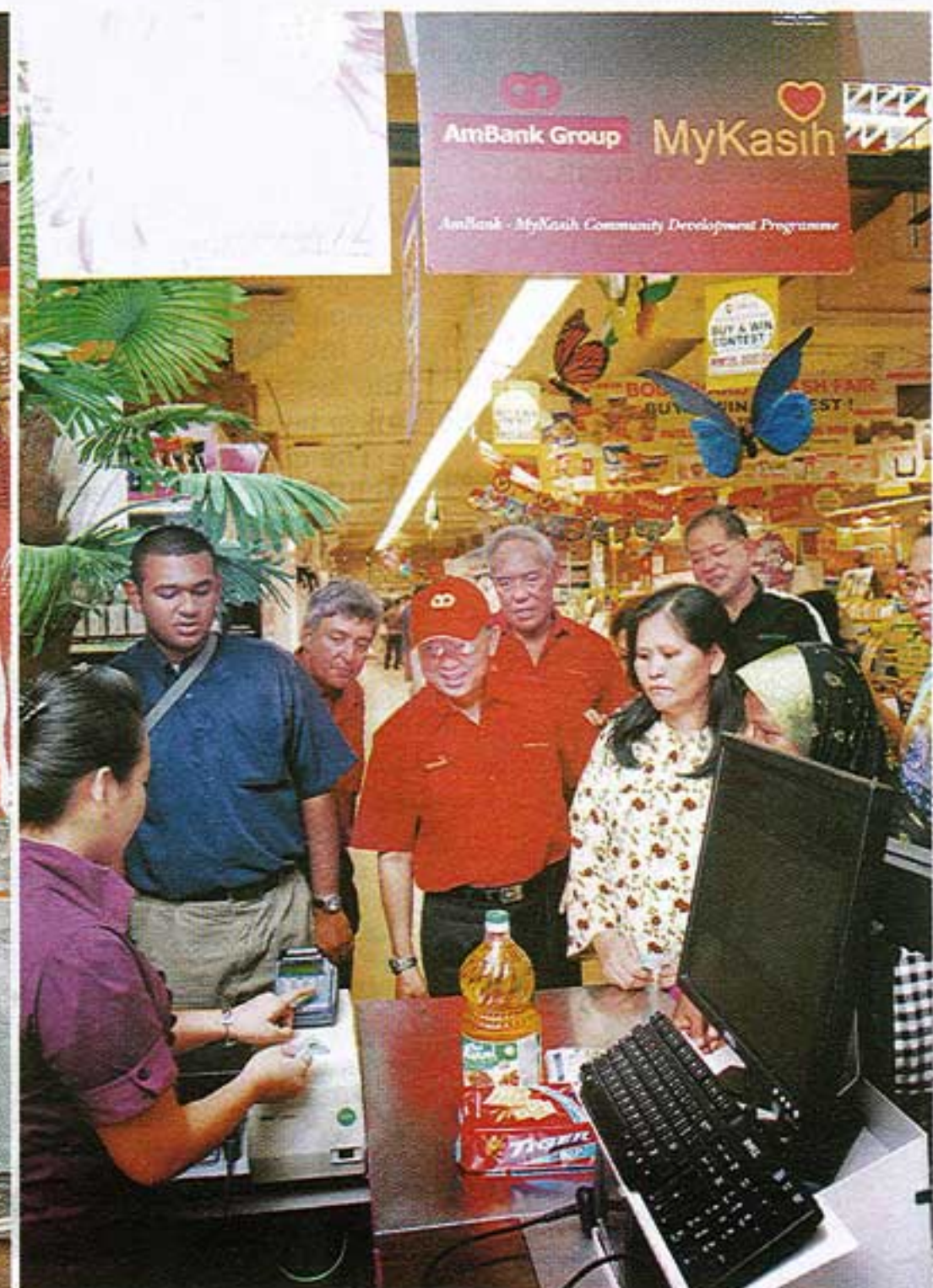
Consultation during an AmBank-MyKasih financial literacy session



Azman with the AmBank-MyKasih Community Programme recipients in Kuching



AmBank Group donates RM1 million to the AmBank-MyKasih Community Programme yearly



A 'live' transaction on the programme