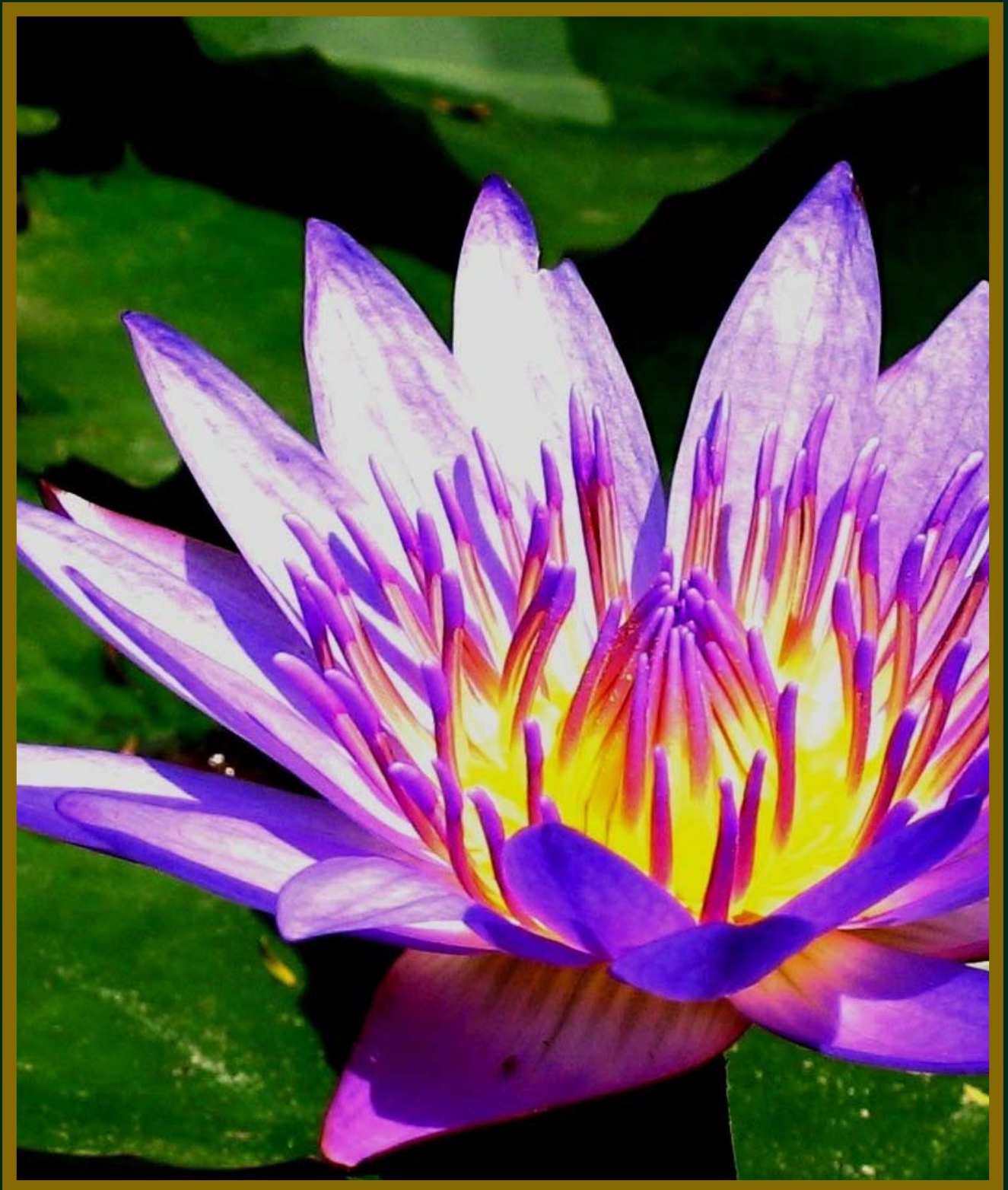


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Love story

MyKasih Foundation is a Malaysian non-profit charity organisation that feeds the poor and offers under-privileged families education and skills training. This pictorial showcases some of the lives it has touched.





The MyKasih Foundation works to build sustainable livelihoods and promote local development. The Multimedia Development Corporation Sdn Bhd (MDeC) and National Registration Department (JPN) have been key drivers of this Foundation. It is supported by over 30 corporate donors as well as individuals who trust that 100 percent of their contributions are channelled towards approved recipients.

MyKasih's 'Love My Neighbourhood' programme is a key aid programme that allows welfare recipients to use their MyKad to receive food subsidies at partner retail outlets. Each family selects a representative recipient, usually the mother, and an allowance is deposited fortnightly to her MyKad account to purchase items such as rice, bread, biscuits, flour, beverages, cooking oil, eggs, noodles, and canned food. Different brands are provided in each product category, thus enabling the recipients to exercise freedom of choice and manage their budget. The entire process is efficient, secure and most importantly, transparent.

As of Aug 2011, MyKasih is providing food aid to over 9,500 under-privileged families in 98 communities nationwide, including Sabah and Sarawak.

Food aid serves as an entry point into the communities and once their nutritional needs are met, MyKasih Foundation encourages these families to improve their quality of life and well-being through the programmes offered by its training partners.

MyKasih's recipients participate in activities such as health awareness and finance management workshops organised by the National Population and Family Development Board (LPPKN). LPPKN is an agency under the Ministry of Women, Family and Community Development which focuses on developing communities by strengthening the family institution.



“Our objective is to improve the quality of the population,” says Director-General of LPPKN, Datuk Aminah Abdul Rahman. “We work on population issues, reproductive health and family issues. LPPKN’s strategy is to reach the young, the marginalised, NGOs, as well as the private sector. In working with MyKasih Foundation, we are able to channel our information to help poor communities.”

Programmes also include skills training for women (in collaboration with NAWEM – the National Association of Women Entrepreneurs of Malaysia), medical screening and health awareness, financial literacy and as well as youth-targeted awareness workshops (the latter two are conducted in collaboration with the Ministry of Women, Family & Community Development).

Rohanaliza Kamarudin, a 45 year-old MyKasih recipient from Selayang who is married with four children, was one of the participants in the NAWEM skills training programme on floral arrangement.

“After completing the course, I gained so much confidence, so much so that I was offered a job as a florist. I am in a much better financial position now and I am thankful to MyKasih and NAWEM for this,” she says.

MyKasih Foundation is also collaborating with myHarapan Youth Trust Foundation to develop activities for youth / teens, as well as programmes that focus on empowerment, skills training and capacity building. The ‘Youth Leader Training Programme’ enables youth to participate in training courses in public relations, media management, events management and programme management. This approach via the arts stream caters to youth who are not so academically-driven but are creatively-inclined.

MyKasih Foundation functions on the basis that children from marginalised families must be given access to education as a means to end the cycle of poverty and provide a foundation for sustainable development.

All these programmes represent important steps in its individual and collective efforts to step up the initiative to bring new prosperity to societies and individuals.

MyKasih aims to wean the families off the programme in 1 -2 years, after they have acquired new skills and succeeded in increasing household income. For more information on MyKasih Foundation, please visit www.mykasih.com or email info@mykasih.com.

