



# MyKasih News

## Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION ISSUE 3 JANUARY 2012



# Petronas launches Program Sentuhan Harapan



**Mr Ngau Boon Keat, Chairman & Co-Founder of MyKasih Foundation,** shares his personal experience at the DIALOG-MyKasih Financial Literacy Graduation Ceremony 2011.

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# Founder's Message

Dear Friends

I am pleased to share with you that MyKasih Foundation is now helping close to 10,000 families in 89 locations across Malaysia. What an achievement! One that we are very proud of and one that we would not have achieved if not for the tremendous support of our partners – donors, retailers, NGOs and individuals who have contributed their time, effort, knowledge and money significantly. On this note, I would like to welcome on board a new corporate donor – Roc Oil Company Ltd.

I would also like to express our sincere gratitude to the donors and partners who are still with us today – we are thankful for your continuing support. We at the Foundation hope that the support from all our partners will continue for as long as it takes. Together, we can give our underprivileged families hope for a better future.

MyKasih Foundation started off in 2009 with the aim of providing food aid to low income households. Our focus on food aid has been infused with programmes that bring long term benefits to the families. With our technologically driven welfare programme, the use of MyKad not only assures donors of how funds are utilised but also allows recipient families to exercise the freedom to choose and plan their purchases whilst ensuring there is always food on the table every day, for at least one year.

Knowing how important education is to create a well-informed generation and open doors to unlimited opportunities, MyKasih has expanded its scope to include education in the form of tuition for school-going children of recipient families and collaboration with universities and companies offering scholarships and bursaries.

We are also putting more focus in our efforts to rehabilitate and transform our families and motivate them to 'graduate' from our food aid programme. After a number of successful pilots this year, we are now ready to embark on a more structured approach to skills training and job placements for our recipients. Our main measureable indicator of success is the increase of their household income.

The success of our first batch of MyKasih Financial Literacy participants has encouraged the foundation even more to ensure such courses continue. I was touched and very proud as I listened to the testimonials of some of the mothers during the DIALOG-MyKasih Financial Literacy graduation ceremony recently which is highlighted in this issue of MyKasihNews.

The journey thus far has been gratifying, inspirational, and humbling. I cannot thank all our partners enough for their enthusiasm, their exceptional spirit of caring and giving, and for always going the extra mile for the recipient families.

With warm thoughts and best wishes.

Sincerely,  
Ngau Boon Keat  
Chairman & Co-Founder



A Moment with

# *Datuk Badlisham Ghazali*

*“MyKasih has revolutionised the way we do charity. Its transparency and accountability are the hallmarks of its success”.* – Datuk Badlisham Ghazali.

Datuk Badlisham Ghazali is no stranger in the ICT industry. As the Chief Executive Officer of Multimedia Development Corporation (MDeC) - a one-stop agency set up by the Government to drive and oversee the national ICT initiative, MSC Malaysia, Datuk Badlisham has been instrumental in pushing the use of MyKad (the Malaysian national identity card) as a single access and instrument to provide seamless multiple services.

Datuk Badlisham is also a Board Member of MyKasih Foundation and here he talks about MyKasih and its uniqueness that sets it apart from other charity schemes in the world.

### **Share with us how this idea came about.**

When the price of fuel went sky-rocketing some years back, the Government considered extending a fuel subsidy scheme for the rakyat using the Mykad. I recall that Dialog Group Berhad, through its IT arm ePetrol Services had then proposed a brilliant solution which it had developed in collaboration with JPN.

When the Government subsequently decided to put the subsidy scheme on hold, Dialog's Executive Chairman Mr Ngau Boon Keat met with me to discuss his vision of using the MyKad system for food subsidies for the poor.

Mr Ngau reasoned that as the hike in petrol prices had invariably pushed up the cost of living, the poor had gotten poorer! The urban poor were most affected and Mr Ngau felt that the system developed for fuel subsidies could well be used for food subsidies for the poor.

I must admit that Mr Ngau is one of the most engaging and persuasive gentlemen I have ever met. His passion to help the poor is unparalleled, and it was his persistence that convinced me of the practicality and viability of what he was proposing.

With backing from the National Registration Department (JPN), MDeC joined hands with ePetrol to conduct a pilot in Selayang with 25 poor families. Satisfied with the robustness of the system and that it had met the desired objective of delivering aid to welfare recipients efficiently, MDeC and ePetrol decided to upscale the efforts, which led to the nationwide roll-out of the MyKasih scheme.

MyKasih Foundation was founded by Mr Ngau and his wife Jean in April 2009. The MyKad solution created by ePetrol was consigned to MyKasih Foundation and became MyKasih's



signature method of delivering food aid to the poor and needy in a transparent and secure fashion. MDeC is proud to have inspired this transformation from a fuel subsidy programme to a food aid programme, one that will revolutionize the way we distribute welfare aid from now on!

Dialog's corporate responsibility contribution to Malaysia through MyKasih Foundation is most commendable. Through the auspices of the MyKasih "Love my Neighbourhood" programme, other corporations are free to use the system without any licensing requirements.

#### **How does the uniqueness of MyKasih's programme set it apart from other non-profits?**

The MyKasih programme via the MyKad drives welfare distribution with a technological difference. Using ePetrol's cashless payment system, MyKasih provides welfare recipients with the means to shop, select and pay for exactly what they need using their MyKad. The whole system is cashless!

In addition, at any point in the transaction, MyKasih can provide audit trails and analytical reports on demographics and consumption. The MyKad technology has made misuse and leakages of charitable funds a thing of a past.

All donations to the MyKasih food aid programme reach targeted recipients in full. The system also makes it easy for Donors and MyKasih to track purchasing trends and make further improvements to enhance efficiency.

#### **How sophisticated is our MyKad?**

The MyKad has over 60 functions and purposes other than the identification component. It can be used as your driving license, ATM card, Touch n Go, and recently I believe, you can also enjoy hassle-free EPF withdrawals using your MyKad.

The use of MyKad as a touch point to the Rakyat is aligned with the Government's directive of using the MyKad as a single access and instrument for multiple services.

#### **What do you envision for MyKasih?**

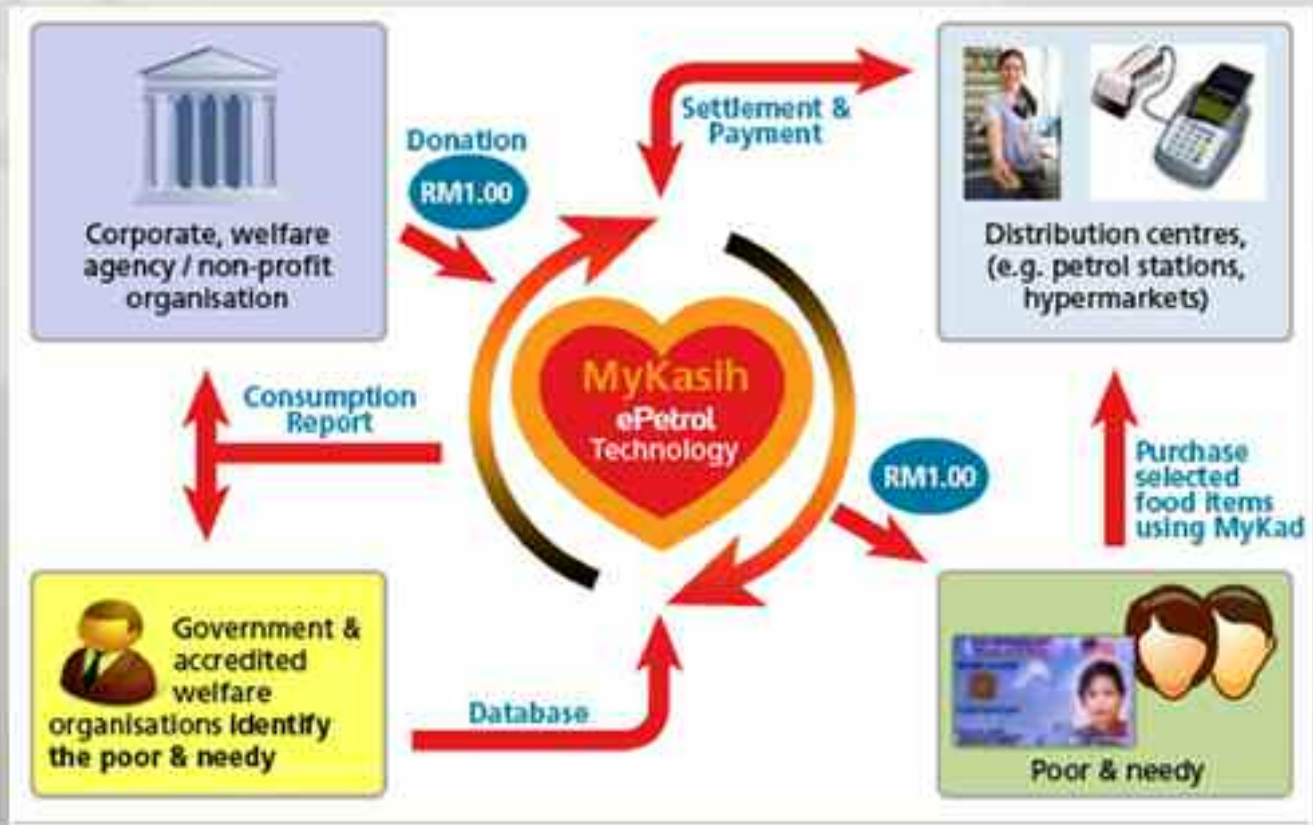
MyKasih started with a pilot project involving 25 families back in December 2008 and it has now grown close to reaching out to over 10,000 families all over Malaysia. What a feat! Who would have thought that this would have happened three years back!

With this great system and the drive, vision and passion of Mr Ngau, I believe MyKasih will expand the use of the MyKad beyond food aid – to encompass education, healthcare, public transportation and even cash transactions. I believe that the Government stands to benefit immensely from using the system for its poverty eradication schemes nationwide. I understand that a start has already been made in this direction and I am particularly encouraged with the prospects ahead.

As I've said earlier, MyKasih has revolutionised the way we do charity. Its transparency and accountability are the hallmarks of its success. These are the elements that have endeared corporate and individual donors to the programme. I am confident that we will attract more and more donors to the programme going forward.

With the technological advantage we have and the ever increasing support from the Government, welfare agencies, civil society organisations and partners - be it Donors or retail outlets, MyKasih is set to deliver the most efficient, transparent and systemised welfare management solution to the country, and the world. I would like to salute Mr Ngau for his vision and contributions in this most noble of endeavours!

# How MyKasih Works



## How the MyKasih Programme works:

1. Government or established welfare agencies identify and select needy families and give their details to the MyKasih Foundation. Agencies use qualitative and quantitative factors to assess the eligibility of the recipients, i.e. the number of members in the family, household income, ownership of assets, etc.
2. Each family will elect a recipient. A monthly allowance is deposited into the recipient's MyKad account.
3. Recipients shop at participating retailers for essential goods such as rice, bread and flour, etc.
4. Recipients use their MyKad to make payments.
5. ePetrol administers the payments and reconciliations between retailers and MyKasih Foundation.

The process is efficient, secure and most importantly, transparent.

The computerised system provides audit trails and analyses on demographics and consumption patterns, enabling sponsors to track their donations.

We do not give out food and supplies to the poor and needy on an ad-hoc basis. Instead, we make a long-term commitment to empower the people we help, regardless of their race or religion.

Families undergo financial counselling and their children attend education workshops as part of the rehabilitation programme supported by our volunteers. In the near future, we expect corporations to offer scholarships, job placements and training to provide recipient families with much needed support and opportunity to better themselves.

# Technology and The Future of Welfare

BY MAKING JUDICIOUS USE OF TECHNOLOGY, OUR STAFF AND VOLUNTEERS CAN SPEND MORE TIME ON SERVICES SUCH AS COUNSELLING, TUITION AND TRAINING. TECHNOLOGY CAN OFTEN SEEM OVERLY COMPLICATED, CONFUSING AND SOMETIMES IRRELEVANT TO USERS. NOT THIS TIME. AS MALAYSIA MOVES TOWARDS BECOMING A MORE TECHNOLOGICALLY DEVELOPED NATION, MYKASIH BELIEVES TECHNOLOGY CAN ALSO BE HARNESSSED TO IMPROVE THE LIVES OF POOR FAMILIES.

We have rolled out projects in communities across Malaysia including Sabah and Sarawak, targeting areas with clusters of low-income households. Multimedia Development Corporation (MDeC) and Jabatan Pendaftaran Negara (JPN) have been supporters of our projects from the start and share our aim of finding better and more efficient ways of using technology to improve the welfare of poor people in the country. MyKasih has shown that technology with a heart can lead to better lives for the poor.

For more information, please log on to [www.mykasih.com](http://www.mykasih.com).



Donors and recipients have been enthusiastic and pleased with the outcome of our projects. Transparency and accountability are traits our donors value when deciding to sponsor our projects. Our donors and volunteers understand that helping the poor and needy in their neighbourhoods in which they live, work and play will lead to a better environment for everyone living there.

Because recipient families have a choice in when and what to buy, they learn to better manage their budgets and also gain a measure of autonomy in their lives. Their pride is restored as they gradually become part of mainstream society. When people no longer feel like social outcasts, increased national pride and social unity are the positive results.

"The use of single identification number in MyKad provides direct citizens engagement and convenience in the delivery of benefits through ICT. The move towards utilising ICT in disbursement of welfare aid not only enables efficient delivery of services, but will also bring about a culture change amongst the people".

*Datuk Badlisham Ghazali,  
Chief Executive Officer, Multimedia  
Development Corporation*

# MyKasih TODAY



The pie chart and graphs show the distribution and number of families adopted under the MyKasih 'Love My Neighbourhood' food aid programme based on States. As of December 2011, MyKasih is providing food aid to 9,679 underprivileged families in 103 communities nationwide, including Sabah and Sarawak.

## Number of MyKasih recipients based on locations



## Number of Families on MyKasih programme



To-date, MyKasih Foundation is supported by over 30 corporate donors as well as individuals, who trust that 100 percent of their contributions are channelled towards targeted recipients approved by them. All donations to MyKasih Foundation are tax exempted.



DIALOG

**MyKasih**  
Love My Neighbourhood

# DIALOG-MyKasih Foundation Financial Literacy Foundation Ceremony

20 Nov



“ I believe MyKasih Foundation is making a sound socio-economic investment by creating and developing healthy and educated members of society, who will one day be part of the nation-building workforce.”

- Mr Ngau Boon Keat  
Chairman & Co-Founder,  
MyKasih Foundation.

# Q4

MyKasih

'Love My Neighbourhood'

Programme, September – December 2011

# LAUNCHES



27 October 2011, Launch of Program Sentuhan Harapan PETRONAS in Bakul, Sabah

PETRONAS launched its Program Sentuhan Harapan at the PETRONAS Service Station in Bakul, Sabah on 27 October 2011 in its efforts to empower disadvantaged families to take charge of their lives and get out of the poverty cycle.



Officiated by the Chief Minister of Sabah, Yang Amat Berhormat Datuk Seri Panglima Musa Haji Aman, PETRONAS will sponsor 1,200 underprivileged families in Sabah for the next two years, covering Bakut (Tuaran), Kimanis (Papar), Sipitang, Inanam and Donggongan.

The two-year programme is aimed at benefiting 5,000 underprivileged families in the country which is being implemented in stages until 2013. Initiated by PETRONAS in collaboration with the MyKasih Foundation, the programme was first launched in July 2010 by the Prime Minister YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak in Miri, Sarawak.

Sentuhan Harapan PETRONAS leverages on the innovative MyKad welfare distribution system and the nationwide reach of PETRONAS' Mesra convenience stores. Five selected Mesra stores, located in Bakut, Kimanis, Donggongan, Inanam, and Sipitang respectively, will play host to recipient families where they will receive monthly essential food items worth RM 80.



PETRONAS' Senior General Manager of Group Corporate Affairs YBhg Dato Mohammad Medan Abdullah said: "Through the Sentuhan Harapan PETRONAS programme, the company contributes towards the social development of communities in Sabah and at the same time is supporting the Government's efforts to eradicate poverty in the country."



**Closer to the community...**Regional Vice President of Mubadala Oil & Gas, Mr Barry O'Donnell; MyKasih Foundation Chief Executive Officer, Mr Jeffrey Perera; and Country Manager of Mubadala Oil & Gas, Mr Ding Chung Nyea together with the MyKasih recipients and their families.



## 10 October 2011, Mubadala Oil & Gas launches food aid programme in Miri, Sarawak

Mubadala Oil & Gas contributed RM 150,000 towards the MyKasih "Love My Neighbourhood" programme in Miri, Sarawak, where each recipient family will receive a fortnightly allowances of RM 40 through their MyKad for a period of one year.

Present at the launch were Regional Vice President of Mubadala Oil & Gas, Mr Barry O'Donnell, Malaysia Country Manager of Mubadala Oil & Gas, Mr Ding Chung Nyea, Executive Chairman of Bintang MegaMall, Dato Prof Dr Lau Siu Wai, Giant Supermarket Store Manager, Mr Boniface Belare Padan, and Past President of New Century Lions Club of Miri, Mr Ronny Ling and MyKasih Chief Executive Officer, Mr Jeffrey Perera.

Mr O'Donnell said, "This programme shows our commitment to be closer to the communities where we operate and enables us to play an active role in contributing to the development of local society."

"Besides food aid, the community programme will include education and training for the recipients to gain knowledge as well as skills," he added.

Giant Supermarket of Bintang MegaMall, who is a partner retailer under the Mubadala Oil & Gas-MyKasih programme, contributed 10 percent or RM 10,400 from their sales of goods to MyKasih Foundation.

Mr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation, expressed his thanks to Mubadala Oil & Gas, Bintang Megamall and supporting NGOs in Miri for their contributions, efforts and generosity.



Mr Jeffrey Perera received the mockcheque on behalf of MyKasih Foundation from Mubadala Oil & Gas Regional Vice President, Mr Barry O'Donnell.

# Q4

MyKasih

'Love My Neighbourhood'

Programme, September – December 2011

# LAUNCHES

28 September 2011, Kuwait Finance House (Malaysia) Berhad kick-starts food aid programme in Kelantan.

**Kuwait Finance House**  
بيت التمويل الكويتي



Kuwait Finance House (Malaysia) Berhad (KFH Malaysia) has recently extended aid to 50 families from low-income households in Kubang Kerian and Pasir Mas, Kelantan, in cooperation with MyKasih Foundation.

Representing KFH Malaysia during the symbolic launch at Pasaraya Bilal in Kubang Kerian was KFH Malaysia Kota Bharu Branch Manager Mohd Fizal Mahmood.

Kelantan has a population of about 1.67 million people. The State Executive Council reported that there are 48,000 low-income households in Kelantan who are currently listed in the eKasih database under the poor and hardcore poor category.

MyKasih Foundation Chairman and Co-Founder, Mr Ngau Boon Keat said that, "KFH Malaysia's contribution is certainly a meaningful first step which demonstrates the Bank's awareness of the plight of the poor and their commitment to reach out to help those in need."



*The recipients and their families at Pasaraya Bilal, the retail outlet supporting the MyKasih Programme.*



*MyKasih recipients demonstrating the use of the MyKad to purchase approved food items.*



MyKasih recipients posing with Tan Sri Azman Hashim, Chairman of AmBank Group and Tan Sri Megat Najmuddin, MyKasih Foundation Director.



## 2 December 2011, Launch of AmBank-MyKasih Community Programme in Ayer Keroh, Melaka.

AmBank Group launched the AmBank-MyKasih Community Programme at MyDin Hypermarket in Melaka International Trade Center (MITC), making it the ninth programme launched nationwide. AmBank Group has allocated a total of RM 1 million annually for this food aid programme and to-date, AmBank is helping 850 recipient families across Malaysia, including Sabah dan Sarawak.

AmBank Group first teamed up with MyKasih Foundation in November 2009 where they sponsored 100 lower-income families in Sentul, Kuala Lumpur. The success and efficiency of the MyKasih food-subsidy system using the MyKad have inspired AmBank Group to continue supporting MyKasih. The Group has since extended the food aid programme to Bayan Baru, Pulau Pinang; Kuching, Sarawak; Kota Bharu, Kelantan; Kota Kinabalu and Sandakan, Sabah; Subang Jaya, Selangor and Klang Valley.

Chairman of AmBank Group Tan Sri Azman Hashim said, "A project such as this helps to meet our objective to play an effective role as a socially responsible corporate citizen. AmBank Group is very happy to be given the opportunity to participate in a community project like this, which addresses real needs."

"The recipients will be the main beneficiaries without any intermediaries. The funds will ultimately reach the family members directly, not in cash but in the form of essential goods which they purchase from the partner retailer," added Tan Sri Azman.

MyKasih Foundation Director Tan Sri Megat Najmuddin said, "MyKasih Foundation is grateful for the continuous support of AmBank Group, as well as NGO partners Rotary Club Kota Famosa and Persatuan Ibubapa Muda Melaka."

"Corporate philanthropy has become an integral part of most organisations and is helping governments all over the world address poverty-related issues. We hope more companies will be inspired by AmBank Group and be part of the MyKasih programme as we continue to bring positive changes to more low-income families," added Tan Sri Megat Najmuddin.



Tan Sri Megat Najmuddin accepting the mock cheque from Tan Sri Azman Hashim on behalf of MyKasih Foundation while Mydin Managing Director, Datuk Amer Ali Mydin looks on.

# Program SENTUHAN HARAPAN PETRONAS



Prime Minister YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak giving a speech during the launch of the programme.



President and Chief Executive Officer of PETRONAS, Datuk Shamsul Azhar Abbas (fourth from right) and Chairman and Co-Founder of MyKasih Foundation, Mr Ngau Boon Keat (fourth from left) with other distinguished guests.

PROGRAM SENTUHAN HARAPAN is a community outreach initiative by Petroleum Nasional Berhad (PETRONAS) in collaboration with MyKasih Foundation. The programme is part of PETRONAS' larger Corporate Social Responsibility programme and is in line with the Company's philosophy of balancing between business and social objectives in fulfilling its role as a responsible corporate citizen.

PETRONAS embarked on the initiative to achieve the following objectives:

- To facilitate economic and social change for the less privileged communities in Malaysia;
- To guide, encourage and support the less privileged communities in Malaysia through the programme and related activities by helping them help themselves;
- To reinforce PETRONAS' commitment and efforts towards contributing to the well-being of the people where it operates via its various community outreach programmes; and
- To contribute towards the Government's efforts to eradicate hardcore poverty in Malaysia.

Sentuhan Harapan is a two-year programme aimed at benefiting a total of 5,000 underprivileged families in the country, in stages until the end of 2013. The programme was launched by Prime Minister YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak on 22 July 2010 in Miri, Sarawak.

Under the programme, eligible recipient families are selected through a meticulous selection process carried out jointly by various non-governmental organisations as well as sourced from the centralised national database, eKasih. Selected recipient families will then receive RM 80 worth of essential food aid per month per family for two years, claimable at dedicated PETRONAS stations' convenience stores, Kedai Mesra, across the country.

PETRONAS' Program Sentuhan Harapan uses a system pioneered by MyKasih Foundation to distribute the food aid through secure electronic cash-less payment system. The system, developed by ePetrol, allows recipients to choose what they need from the list of approved essential items and simply swipe their MyKad at a participating Kedai Mesra to purchase it. The system is equipped with verification and audit elements to ensure that the food aid reaches the designated families.

Under this Programme, the female head of the recipient family is credited with a monthly allowance deposited in a MyKad verified account created for registered recipients. Using her MyKad and a designated Personal Identification Number (PIN), the allowance can then be used to purchase essential food items. No cash changes hands at any point, which means the system is seamless, easy-to-use and transparent.

How it works:

- MyKad accounts are opened for registered recipients in the distribution system
- A spending limit of RM 80 per month is assigned for each family
- Recipients draw on this amount by swiping their MyKad to pay for purchases of food items at participating Kedai Mesra
- Recipients may only purchase essential food items that are registered in the system
- Receipts are issued to the recipients displaying the items purchased and the credit balance in their MyKad accounts for the next transaction.

Program Sentuhan Harapan is further supplemented with courses on financial literacy, health awareness and youth development to help the families plan and manage their finances. Whilst ensuring good health awareness among recipient families, the supplementary programme also aims to inspire, nurture and develop a community of youth who are productive and progressive.

"These supporting activities seek to promote a progressive and forward-thinking culture among the recipients to enhance their capabilities and skills so that they break away and remain out of the poverty cycle", said PETRONAS' Senior General Manager of Group Corporate Affairs YBhg Dato Mohammad Medan Abdullah.

The supplementary programme has commenced in Terengganu, Sabah and Sarawak, and includes courses as well as workshops mainly conducted by the National Population and Family Development Board (LPPKN).

Chairman of MyKasih Foundation Mr Ngau Boon Keat said, "We are most delighted that PETRONAS has stepped forward to support the less privileged communities in Malaysia. We believe that Program Sentuhan Harapan can give these families hope by equipping them with the right tools and mindset to help turn their lives around for a better future."



*The National Population and Family Development Board (LPPKN) conducting health checks for Sentuhan Harapan recipients.*



**E**consave began as a wooden sundry store in Port Klang more than 50 years ago. From these humble beginnings, Econsave has become one of the largest hypermarket chains in Malaysia. Since February 2010, Econsave began its partnership with MyKasih Foundation through the MyKasih 'Love My Neighbourhood' Food Aid programme. Through its collaboration with MyKasih, Econsave provides an extensive network of retail stores to better reach the MyKasih recipient families.

Econsave began its relationship with MyKasih by serving 50 families in Pasir Gudang, Johor, in early 2010. Since then, its involvement in the programme has increased by leaps and bounds, serving 600 MyKasih families in Kuala Lumpur, Selangor, Johor, and Melaka.

MyKasih recipients are families with a combined household income of RM 1,000 and below. These are households in the 'vulnerable poor' category. Other qualifying criteria include number and age of dependents, single-parent households, medical condition of recipient family members and their social circumstances (e.g. drug abuse or alcoholism).

# ECONSAVE

PROVIDES EXTENSIVE NETWORK TO REACH OUT TO MYKASIH RECIPIENTS

SINCE FEBRUARY 2010, ECONSAVE BEGAN ITS PARTNERSHIP WITH MYKASIH FOUNDATION THROUGH THE MYKASIH 'LOVE MY NEIGHBOURHOOD' FOOD AID PROGRAMME. THROUGH ITS COLLABORATION WITH MYKASIH, ECONSAVE PROVIDES AN EXTENSIVE NETWORK OF RETAIL STORES TO BETTER REACH MYKASIH RECIPIENT FAMILIES.





## Cashless Payment System Using the MyKad

The technology, which was developed by ePetrol Systems, enables underprivileged Malaysians to use their national identity cards (MyKad) to purchase essential food items from MyKasih's partnering merchants including Eonsave. The essential food items include rice, bread, biscuits, flour, beverages, cooking oil, eggs, seasonings, noodles and canned foods. Various brands are provided within each product category, enabling the recipients to exercise choice and manage their budget.

Only approved items can be purchased using this innovative system. The manufacturer barcodes are pre-loaded into the terminal and this ensures that non-approved items, such as alcohol and cigarettes, cannot be purchased under this programme. This removes the chances of misuse of the food aid benefits.

Donors and sponsors are therefore assured that their donations are being used by their adopted recipients for their intended purposes.

Through corporate sponsorships and family adoption under the food aid programme, RM 40 is loaded into each recipient's account every fortnight. Therefore it takes only RM 1,040 to adopt one family for one year. Using this specially-developed electronic payment system, MyKasih is able to track the usage patterns of recipients efficiently.



Detailed computer reports on usage and consumption patterns are generated, enabling MyKasih to analyse purchasing habits and ensure that stocks are sufficient to meet the needs of the recipients.

"With the lowest prices in town, we give more value and buying power to the MyKasih recipients when purchasing the essential food items," said Mr Lai Sia Ling, Director of Eonsave Cash & Carry.

Mr Lai expressed Eonsave's commitment to play its role as the distribution point for the MyKasih families in selected communities throughout Malaysia.

"We welcome this collaboration with MyKasih as part of our corporate social responsibility, offering our 44 outlets nationwide. In our endeavour to be more than just a retail partner, Eonsave contributes 10% of the total food aid programme costs to MyKasih Foundation. For example, if a donor adopts 100 families at a cost of RM 104,000, Eonsave will donate RM 10,400 to MyKasih Foundation," said Mr Lai.

"We are truly grateful for Eonsave's generosity and contributions to MyKasih. I hope more retail outlets will follow in Eonsave's footsteps and work together with MyKasih Foundation to help eradicate poverty in Malaysia," said Mr Ngau Boon Keat, Chairman & Co-Founder of MyKasih Foundation.

# FPLC Hari Raya

## CHARITY DINNER IN SUPPORT OF MYKASIH

On 19 September 2011, the Federation of Public Listed Companies (FPLC) hosted the FPLC Hari Raya Charity Dinner in support of MyKasih Foundation, at the Sime Darby Convention Centre in Kuala Lumpur.

A total of 35 public and private companies expressed their support for the evening through sponsorship of dinner tables and raised RM 154,000 for the MyKasih programme.

Tan Sri Dato' Seri Megat Najmuddin, President of FPLC who is also Director of MyKasih Foundation, was pleased to see so many listed companies and corporations come forward to donate to this cause.

"Assisting the underprivileged is a shared responsibility and the corporate sector is doing its part. Many corporations have demonstrated that they are passionate and committed to corporate social responsibility programmes and becoming a caring member of society," he stated.

The charity event, aptly themed 'Cahaya Di Sisimu' which coincided with the Hari Raya Aidilfitri celebration, was part of FPLC's annual commitment to helping the less fortunate. As guests of honour, Persatuan Anak Yatim dan Ibu Tunggal Taman Medan were feted and entertained. A great performance by local star Dina Nazir, lucky draw and presentation of duit raya brought cheer and excitement to the guests, especially the children.

Funds raised that evening will support the various programmes and activities run by MyKasih.

Grateful for FPLC's kind gesture towards promoting the efforts of MyKasih, Chairman and Co-Founder of MyKasih Foundation Mr Ngau Boon Keat thanked the organiser for creating the awareness of the MyKasih 'Love My Neighbourhood' programme amongst the public-listed companies.

"As enlightened corporate citizens, we recognise the enormous responsibility we have placed upon ourselves in realising a vision of loving and caring neighbourhoods," said Mr Ngau.

MyKasih is ramping up efforts to garner more support from the private sector in its campaign to help the poor. Close to 10,000 underprivileged families currently benefit from MyKasih's food aid programme throughout Malaysia, including Sabah and Sarawak.

"We thank you for your support to help us reach out to feed poor families and offer hope to these communities so that they can transform this less-than-promising life into one that provides opportunity and optimism. Your donations will help make a significant difference in the lives of many," said Mr Ngau.



*FPLC President and Director of MyKasih Foundation, Tan Sri Dato' Seri Megat Najmuddin presenting duit raya to MyKasih families, orphans and single mothers from Persatuan Anak Yatim dan Ibu Tunggal Taman Medan.*

## Complete List of Sponsors

- 1 Teganas Sdn Bhd
- 2 RM Leopad Sdn Bhd
- 3 Baharuddin Ali & Low Sdn Bhd
- 4 Total Plantcare Sdn Bhd
- 5 Petroseis Sdn Bhd
- 6 NSS Infraworks Sdn Bhd
- 7 Mubadala Development Company
- 8 Eastern Soldar Engineering & Construction Sdn Bhd
- 9 EDP Consulting Group Sdn Bhd
- 10 Translift Sdn Bhd
- 11 CTW Energy Sdn Bhd
- 12 Quanterm Logistics Sdn Bhd
- 13 TID Design (M) Sdn Bhd
- 14 Penta-Ocean Construction Co.Ltd
- 15 Geolab (M) Sdn Bhd
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- 17 Segi University College (M) Sdn Bhd
- 18 Tradewinds Plantation Bhd
- 19 Asian Pac Holdings Berhad
- 20 Century Total Logistics Sdn Bhd
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- 22 Tradewinds Corporation Berhad
- 23 Century Software (Malaysia) Sdn Bhd
- 24 Whesoe Sdn Bhd
- 25 UEM Land Berhad
- 26 The Lightbox Pte Ltd
- 27 Dialog E&C Sdn Bhd
- 28 Malaysia Building Society Berhad
- 29 Tradewinds (M) Bhd
- 30 PLUS Expressways Berhad
- 31 Telekom Malaysia Berhad
- 32 KFC (Peninsular Malaysia) Sdn Bhd
- 33 RHB Bank Berhad
- 34 United Malayan Land Bhd
- 35 MISC Berhad



*Local celebrity Dina Nazir wowed the guests with her powerful vocals and soulful jazzy ballads.*

*MyKasih Foundation Chairman & Co-Founder, Mr Ngau Boon Keat and FPLC President, Tan Sri Dato' Seri Megat Najmuddin giving out duit raya to recipient families.*



*Photo montage of some of the distinguished guests and donors*

# PROGRAM NUR KASIH & SMARTBelanja@LPPKN

Health Awareness and Financial Literacy Workshops  
for a better quality and productive life

MyKasih Foundation is dedicated to establishing caring communities under the 'Love My Neighbourhood' programme. In addition to food aid, MyKasih works with committed donors and training partners to deliver integrated programmes to less privileged families with the main aim of motivating and empowering them to achieve financial independence.

MyKasih Foundation collaborates with National Population and Family Development Board (LPPKN), an agency under the Ministry of Women, Family and Community Development of Malaysia to conduct financial management, health awareness and basic medical screening workshops for MyKasih recipients.

LPPKN's finance management workshop, called 'SMARTBelanja@LPPKN', teaches MyKasih recipients how to plan their monthly expenditure, understand the difference between needs and wants when making purchases and how to identify good and bad investments.

"We would like our recipients to learn how to maximise their savings from the fortnightly allowance they are currently receiving under the food aid programme," said Mr Ngau.

LPPKN also carries out health awareness programmes, called 'Program Nur Kasih', which comprises of informative health talks and interactive group discussions on the prevention and early detection of breast and cervical cancers, family planning, nutrition and healthy living.

The programme also includes basic medical screening services such as blood pressure tests, body mass index checks, as well as glucose and cholesterol tests. In essence, MyKasih recipients are advised that maintaining a healthy lifestyle would go a long way in ensuring a better quality and more productive life. In simple terms, healthy people are able to work and earn a living.

Armed with a mission to increase health awareness, LPPKN conducts the workshops and health screenings for all MyKasih communities all over the nation. To date, LPPKN has conducted 36 Program NurKasih and SMARTBelanja@LPPKN workshops with MyKasih welfare recipients throughout Malaysia.



In this issue of MyKasihNews, we would like to highlight the LPPKN programmes conducted with MyKasih recipients for the year 2011 in these locations:-

- Sungai Petani, Kedah
- Gua Musang, Kelantan
- Ipoh, Perak
- Kerteh, Terengganu
- Dungun, Terengganu
- Paka, Terengganu
- Segambut, K. Lumpur
- Kayu Ara, Selangor
- Ampang, Selangor
- Kuching, Sarawak
- Miri, Sarawak
- Bintulu, Sarawak
- Inanam, Sabah
- Tuaran, Sabah
- Kota Marudu, Sabah
- Bukit Katil, Melaka



# DIALOG

## MyKasih Financial Literacy Graduation Ceremony 2011



MyKasih Foundation held its first Financial Literacy graduation ceremony on 20 November 2011, which saw 44 MyKasih recipients receiving certificates from DIALOG Group Berhad's Chairman Mr Ngau Boon Keat and DIALOG Group Financial Controller and Joint Company Secretary Puan Zainab Mohd Salleh.

The momentous ceremony, hosted by DIALOG at the Sime Darby Convention Centre in Kuala Lumpur, was attended by 150 people - namely MyKasih Foundation Founders and Advisors, representatives of MyKasih Management and NGO partners, and family members of the graduating recipients of Kampung Sungai Kayu Ara.

Earlier this year, the recipients had embarked on a 10-month financial literacy course carried out by MyKasih Foundation's NGO partners, Pusat Penyayang Kg Sg Kayu Ara (KSKA) and Malaysian CARE. Chairman of Pusat Penyayang KSKA, Mr KL Lam, explained that the course covers a wide range of topics such as Budgeting, Savings, Loans, and Insurance.

Lam said, "The main objective of this training is to help these families gain greater financial freedom as they learn the value of money. Basic budgeting skills will enable them to manage their family finances more effectively".

"The graduation ceremony was held to appreciate their commitment to improve their socio-economic status and encourage them to be role models to others within the community", added Lam.

The MyKasih recipients performed a poignant skit called the "Beca Story", which delivered the message of second chances and making the right choice in life. Pusat Penyayang KSKA also showed a short video clip about the journey of their collaboration with MyKasih Foundation. This video can be found on MyKasih's website at [www.mykasih.com.my](http://www.mykasih.com.my).

Touched by the testimonials from the MyKasih recipients, Mr Ngau Boon Keat, who is also MyKasih Foundation Chairman and Co-Founder, was almost in tears. In his heart-warming speech to the recipients, he shared his personal experience of the hardship faced by him and his family.

"I experienced hunger as a child and I see how hard my mother had to work to take care of me. Growing up, it was a daily struggle for my family to find food. If it was not for the good will and kindness of our neighbour, I would probably not be where I am today", said Mr. Ngau.

He advised the children to do well in their studies and encouraged the parents to work hard to improve themselves.



A MyKasih recipient performed

Left to right: DIALOG Group Financial Controller and Joint Company Secretary Puan Zainab Mohd Salleh; Co-Founder of MyKasih Foundation, Mrs Jean Ngau; Chairman and Co-Founder of MyKasih Foundation, Mr Ngau Boon Keat; Chairman of Pusat Penyayang Kg Sg Kayu Ara, Mr KL Lam and Malaysian CARE Financial Director, Mr Alvin Lim officiating the graduation ceremony.

"If you study hard and do well in school, you are able to get good jobs and take care of your family. If I can do it, MyKasih families can do it too", he added, motivating the families to persevere and keep a positive attitude in life.

Mr Ngau thanked Pusat Penyayang KSKA and Malaysian CARE for the tremendous support and commitment they have shown in managing, what essentially is, a showcase DIALOG-MyKasih community in Kayu Ara.

In addition to carrying out financial literacy courses and tuition programmes, selected recipients from the Kayu Ara community are participating in income-generating activities such as sewing and quilting (led by MyKasih Advisor, Puan Nazrin Aneeza, with trainers Madam Anna Sengupta, Puan Junita Lim and Puan Noraini), as well as baking (organized by the National Association of Women Entrepreneurs of Malaysia, NAWEM).

Encouraged by the outcome of the engagement MyKasih has with training providers and various NGO partners, DIALOG promised to continue supporting the education and skills training programmes in the area and to replicate such models to other DIALOG-supported communities.

DIALOG's MyKasih programme covers 720 recipient families five States – Selangor, Federal Territory of Kuala Lumpur, Terengganu, Melaka, Johor and Sabah. This is aligned with DIALOG's philosophy of helping less privileged families who are residing in neighbourhoods where the Group has business interests in.



MyKasih children performing the 'macarena' to get the crowd geared up.

DIALOG

MyKasih  
Love My Neighbourhood

DIALOG-MyKasih Foundation  
Financial Literacy Graduation Ceremony  
November 2011



CERITA  
"BECA"

the 'Beca Story'

### Testimony

# Anjala Devi Marimuthu

DURING THE DIALOG-MYKASIH FOUNDATION FINANCIAL LITERACY GRADUATION CEREMONY, SHY 53-YEAR OLD MADAM ANJALA DEVI MARIMUTHU SHARED HER EXPERIENCE WITH THE AUDIENCE AND EXPRESSED HER HEART-FELT THANKS TO MYKASIH.

She said "The food aid came during a time of crisis in my life. I am very humbled and grateful to MyKasih Foundation for the aid given to me and my family. I can say that I am truly blessed and would now like to give away my spot in the programme and allow another more deserving and needy family benefit from the food aid".

# Financial Literacy Graduation Song

KK sudah tamat  
Kini dapat sijil  
Jika tak amalkan  
Belajar sia sia

Chorus:  
Lechum... Lechum... Bajetlah selalu (3x)  
Bajet-lah se-la-lu!

Mari lah semua  
Sebelum belanja  
Mesti Tanya diri  
Tiga soalan penting

Perlu, tidak perlu?  
Ada ganti tidak?  
Jika mesti beli,  
Bolehkah saya tunggu?

Ini Tahap Satu  
Selalu jimat wang  
Tahap Dua mula  
Marilah, kita jumpa

We conclude our KK now  
Today, we graduate!  
Let's practice what we've learned  
Else our learning comes to naught

Chorus:  
Lechum... Lechum... Budgeting all the way (3x)  
We plan to stay that way!

Let's all together now  
Stop, Think, before we spend  
And bear in mind these things  
Three very important questions

Do I really need this?  
Or is there a substitute?  
But if I must have it  
Can I wait - a little longer?

We are at Stage 1  
To save, and save and SAVE!  
When Stage 2 begins  
We'd love to see you all again!





## Testimony

# Norizan Daud

I AM A MOTHER TO FIVE SCHOOL- GOING CHILDREN. BEFORE THIS, MY ONLY SOURCE OF INCOME WAS FROM MY JOB BEHIND THE COUNTER AT A FAST FOOD OUTLET, KFC. WE WERE STRUGGLING WITH THE GROCERIES EXPENSES AND I HAD TROUBLE MEETING THE CHILDREN'S SCHOOL FEES.

I WAS WORRIED ABOUT THE FUTURE OF MY CHILDREN ESPECIALLY MY DAUGHTER, NUR AFIQAH , WHO WOULD BE SITTING FOR HER EXAMINATIONS IN 2011. I WANTED MY DAUGHTER TO ATTEND TUITION CLASSES TO MAKE SURE SHE WILL HAVE A BETTER CHANCE OF EXCELLING IN SPM.

When we began participating in the food aid programme with MyKasih Foundation, I was so thankful and touched that someone out there cared to help me with my plight.

Later on, we were invited to participate in the financial literacy programme by Pusat Penyayang Sungai Kampung Kayu Ara (PPSKA). I did not know what to expect but decided to attend the programme as I really wanted to change my situation for the sake of my children.

Through the financial literacy programme, I realised that saving money takes a lot of discipline and planning. Now I am very careful about how much I spend and I will always consider the importance of my purchases by giving priority on the basic needs of my family.

Before this, I could not afford to give my children pocket money and they would have to wait to get home to have their meal. Today, I am able to give them pocket money for food in school. This is a big relief for me as a mother.

MyKasih also offered me the opportunity to learn baking with NAWEM. I am proud to say that I can bake many types of cakes and biscuits including chocolate cakes, butter cakes, cheese cakes, brownies, shortbread, chocolate chip and even peanut butter cookies!

Last Hari Raya, I sold my cakes and cookies to my friends and workmates in KFC. I am very proud to say, my income for the Hari Raya cookies reached RM 700. It goes without saying; our Hari Raya was a better one than the last!

I now have modest savings and am able to generate extra income for myself and my family throughout the year. I am building my reputation among my friends and now I have a regular order of cakes for birthdays and other festivities.

I would like to thank MyKasih for everything. Especially for giving me the opportunity to raise my family better and to provide food on the table with the additional skill (baking) that I have been taught. I now have the confidence and I believe in myself, I can do it!



## Testimony

# YONG KAM LENG

I AM 52 YEARS OLD AND HAVE THREE DAUGHTERS. I WAS RECENTLY DIAGNOSED WITH CANCER AND HAD TO STOP WORK. MY HUSBAND UNFORTUNATELY SUFFERED A STROKE NOT LONG AGO AND HE TOO HAD TO STOP WORK. THIS SPIRALLED INTO HAVING TO HAVE MY ELDEST DAUGHTER QUIT HER JOB TO HELP LOOK AFTER MY HUSBAND AND ME.

Our two younger daughters remained in school, where one of them received the Shell Educational Excellence Bursary initiated by MyKasih Foundation last year.

While I was still working and this was before having the benefit the MyKasih Financial Literacy course, I had to ask for a salary advance to pay for bills which were always outstanding / overdue.

The Financial literacy course has taught me how to prioritise my spending and budget better. While I am still unable to save, I am proud to say that I no longer need to ask for an advance in salary and am no longer delaying bill payments.

I am now learning how to sew from the MyKasih skills training led by Puan Nazrin Aneeza and Madam Anna Sengupta. I am so grateful to them for imparting their knowledge and spending time with me. I hope my new skill would be able to earn me a bit of money. I am certainly very excited about the prospects my new skill has to offer.



## Testimony

# Margarat A/P Mariyasoosai

I USED TO WORK AS A PROMOTER, PROMOTING PRODUCTS A SHOPPING MALL, WHERE I EARNED DAILY WAGES. AS A MYKASIH WELFARE RECIPIENT, NOT ONLY DID I RECEIVE FOOD AID BUT I WAS ABLE TO ATTEND TWO COURSES – FINANCIAL LITERACY AND BAKING CLASSES, WHICH WERE RECOMMENDED BY MYKASIH FOUNDATION.



Before completing the financial literacy course, I used to impulse purchase and this had hit me hard in the pockets. I now know better. The trainers taught me to put in a lot of consideration into my shopping - giving priority to buying important things which my family and I need.

I have also completed attending the baking course with NAWEM. This has allowed me to earn extra income from the sales of cookies during the last Deepavali period. The baking lessons have taught me how to create new recipes. Coupled with knowledge from the financial literacy class, I am very proud to share that my pockets are no longer empty.

I have a lot of positive things to say about the MyKasih programme. Not only putting great emphasis on giving food aid to those in need, the Foundation also focuses on helping families learn new skills to help generate additional income. Children of MyKasih recipients are also looked after, in terms of opportunities to attend tuition classes.

I am very proud of my daughter's academic achievement. Before attending the UKM seminar organised by MyKasih, my daughter has been failing the school's Science subjects. The seminar has taught her useful learning tools and techniques, which she found very effective. She has scored B+ for all of the Science subjects in her major final exams last year!

I feel it is important for all MyKasih recipients to want to improve themselves. I hope MyKasih Foundation will continue to provide skills training programme to selected recipients who are genuinely interested and committed to improve their quality of life. I understand that these training courses are not cheap!

# Deepavali Celebration

with  
LIONS CLUB in Puchong



“It is very sad that in a country like Malaysia, where food is very much a way of life, there are those who still go to bed hungry.”

Ms Uma Pushpanathan  
Organising Chairman of the Project and member of MyKasih Foundation's Advisory Council.

On the cool morning of 9 October 2011, Lions Club of Kuala Lumpur Bukit Kiara organised a 'Deepavali Project' to bring cheer to the families under the MyKasih food aid programme in Bandar Kinrara, Puchong. Attended by Ms Millie Kassim, Executive Trustee of the Kassim Chin Humanity Foundation, Ms Evelyn Ho, MyKasih Foundation Financial Advisor and also Ms Stella Foo, Zone Chairman of Lions Club Bukit Kiara, the event was held at Dewan Pangsapuri Enggang, where the recipient families are located.



The children being entertained by facilitators from Discovery House

In her welcome address, Ms Uma Pushpanathan who is Organising Chairperson of the Project and also Advisory Council member of MyKasih, thanked the Kassim Chin Humanity Foundation for their part in educating the children of the Pangsapuri Enggang community. Highlighting the Lions Club's commitment towards making a difference in the lives of people everywhere, Ms Pushpanathan also expressed appreciation to MyKasih Foundation and Monash University Volunteer Programme (MUVP) participants for their assistance in ensuring the smooth-running of the event.

In her speech, Ms Millie Kassim advised the children to study hard. She announced that top performers for the upcoming UPSR examinations will receive monetary incentives including laptops, much to the excitement of the children!

The families had a good time with many fun activities such as Kolam competitions, 'Best Dressed' competitions and also children's games, which were conducted by Hank, master coach and co-founder of Discovery House.



MyKasih recipients participating in the kolam competition organised by Lions Club.



MyKasih Foundation Advisors, Ms Uma Pushpanathan and Ms Millie Kassim, are all smiles in dedicating their time, effort and money towards helping the less fortunate.



# AMD*i*Hati:

## AMD's CSR Programme with MyKasih

MYKASIH FOUNDATION IS COLLABORATING WITH ADVANCED MICRO DEVICES (AMD) MALAYSIA TO CONDUCT WEEKLY BASIC COMPUTER LITERACY CLASSES IN CYBERJAYA.

AMD'S CSR INITIATIVE, CALLED AMD*i*HATI, BEGAN IN JULY 2011 WHEN AMD RAN A DONATION DRIVE AMONG ITS EMPLOYEES, COLLECTING CLOTHES, BOOKS AND CASH. AMD MALAYSIA SITE DIRECTOR MICHELE HARLE PRESENTED THE CONTRIBUTION TO MYKASIH FOUNDATION ADVISOR PUAN SITI KHAIRON DURING THE LAUNCH OF THE AMD WOMEN'S FORUM (AWF) ON 29 SEPTEMBER 2011 IN CYBERJAYA.



*AMD Malaysia Site Director Ms Michele Harle presenting  
AMD's contribution to MyKasih Foundation  
Advisor Puan Siti Khairon.*

At the launch, AMD Senior Manager Salina Muhammad Zain who is in charge of AMD's CSR programme said, "AMD will be running more donation drives in support of MyKasih Foundation. However, this is only one part of our give-back initiative with MyKasih."

AMD Malaysia has allowed the use of its impressive Malaysian Cybergames Operation & Research (MyCORE) facility in Cyberjaya to conduct basic computer workshops with MyKasih children. 43 children from MyKasih's Semenyih community participated in the pilot AMD*i*Hati workshop on October 2, 2011.

Aged between 9-12 years old, the participants had underwent four learning modules which ran over four consecutive Sundays. The modules comprised of:-

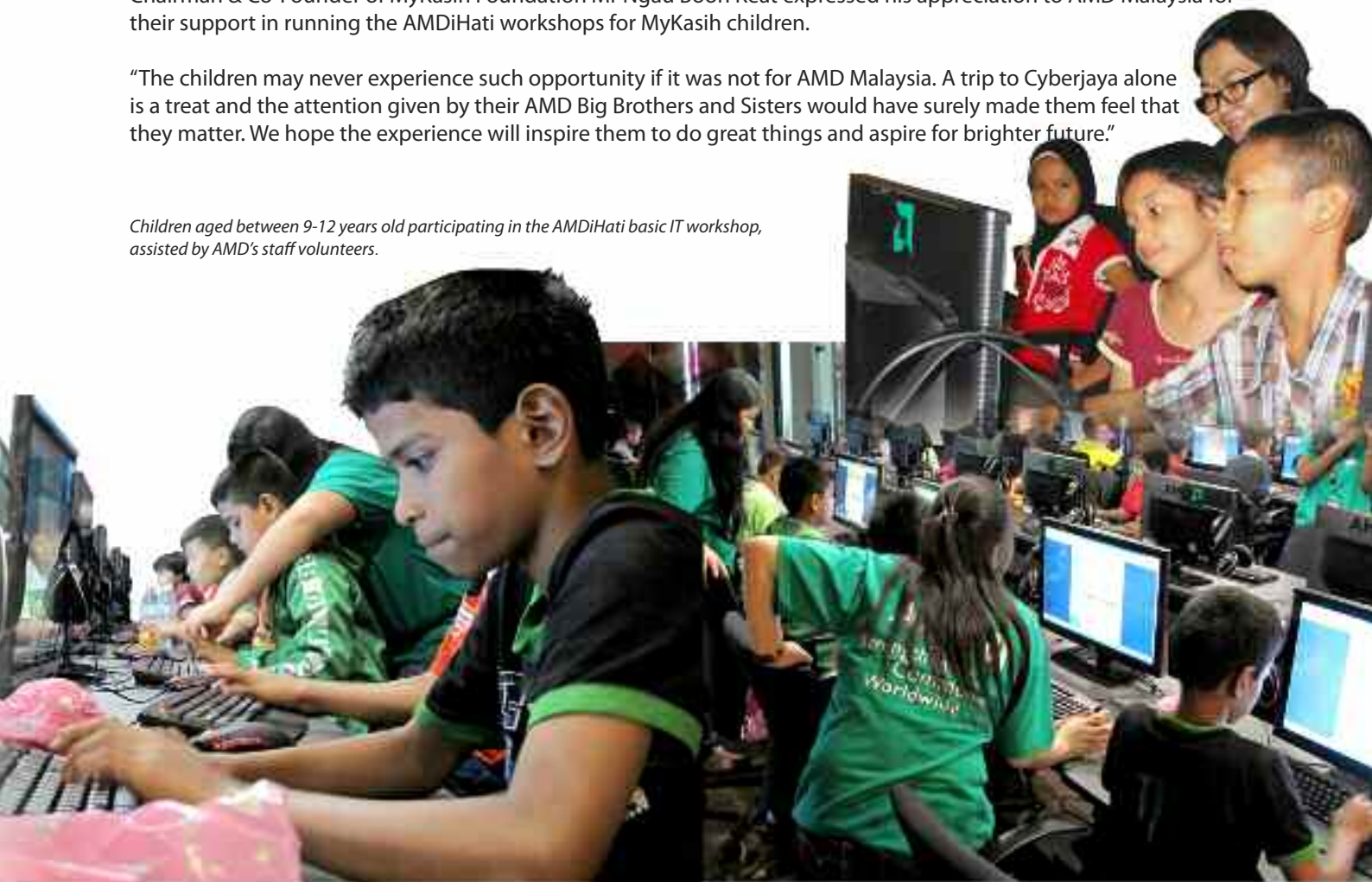
- Module 1 : Computer basics CPU, Monitor, Keyboard, Mouse
- Module 2 : Microsoft Office basics (MS Word, MS Excel, MS Powerpoint)
- Module 3 : Internet security, Facebook, creating email accounts and accessing emails; educational games (English spelling and mathematics)
- Module 4 : Animation (drawing) and graphics (paint brush).

The second batch of MyKasih participants came from Bandar Tun Razak and they too had successfully completed the modules, with hopes of returning to MyCORE for more fun and games.

Chairman & Co-Founder of MyKasih Foundation Mr Ngau Boon Keat expressed his appreciation to AMD Malaysia for their support in running the AMDiHati workshops for MyKasih children.

“The children may never experience such opportunity if it was not for AMD Malaysia. A trip to Cyberjaya alone is a treat and the attention given by their AMD Big Brothers and Sisters would have surely made them feel that they matter. We hope the experience will inspire them to do great things and aspire for brighter future.”

*Children aged between 9-12 years old participating in the AMDiHati basic IT workshop, assisted by AMD's staff volunteers.*



“I enjoyed spending my weekend being a volunteer to help and educate the children on basic computing. Although I needed to sacrifice my personal time, I think it was a great experience meeting the kids. They are fun to be with and very energetic. I took my own kids along; they felt good about it as well and this is a very positive ground for us to do more charity and volunteer work.” - Asma Abd. Rahman, AMD volunteer for the AMDiHati Computer Literacy Programme.

### **About AMD.**

Established since 1969 with more than 11,000 employees worldwide in 47 locations, AMD is a global enterprise with more than a dozen research and development facilities, nearly two dozen international sales offices, and manufacturing facilities in Malaysia, China, and Singapore. Listed on the New York Stock Exchange, AMD has corporate offices, sales resources, and research & development facilities around the world with headquarters in Sunnyvale, California. In Malaysia, AMD is located in Penang, Kuala Lumpur, and Cyberjaya.

# MURPHY OIL'S HEALTH SCREENING &

# children COLOURING

## CONTEST IN KOTA MARUDU, SABAH



On 3 December 2011, National Population and Family Development Board (LPPKN) conducted a financial literacy programme for 50 MyKasih recipient families in Kota Marudu, Sabah, under the donorship of Murphy Oil. Apart from the financial literacy workshop (SMARTBelanja), LPPKN also conducted free health screenings involving body mass index checks, blood pressure, cholesterol and glucose tests.



Also present during the programme were Murphy Oil representatives Senior Public Relations Manager, Mazida Kamaruddin and Public Relations Assistant, Lina Othman. With the upcoming new school year, Murphy Oil generously donated 50 school bags, stationeries and basic toiletries to the MyKasih recipients' children during the programme.

MyKasih recipients were briefed on healthy eating habits and ways to lead healthy lifestyles. LPPKN educated the women on how to conduct breast self examinations and also encouraged them to visit the local LPPKN clinics for subsidised pap smear tests.

“Through this collaboration with LPPKN, we want to encourage the parents to practice prudent financial management and adopt a lifestyle within one's means. The SMARTBelanja programme is good as it informs the recipients on how to plan their finances better by differentiating between their needs and wants when making purchases,” said Mazida.

While the parents participated in the workshops, MyKasih conducted a colouring competition for the children. With their new colour pencil sets, the children aged between 5 and 15 years set out to win!

Chairman and Co-Founder of MyKasih Foundation, Mr Ngau Boon Keat said, “We thank Murphy Oil for their generous contribution towards adopting the families in Kota Marudu. The school bags and stationeries for the students are timely. This additional contribution from Murphy Oil will help lighten the burden on parents who are preparing their children for the upcoming new school year.”





*In full concentration, the children did very well during the colouring competition. They demonstrated their creativity by adding their own drawings to the picture.*



*It was hard to choose the winners when all the submissions were equally good!*



*Finally, three winners were selected from different age categories (5-8 year olds, 9-12 year olds and 13-15 year olds)*

*Medical screening by LPPKN officers.*



# Datacom

## Microsoft Digital Literacy Boot Camp with MyKasih kids



**D**ATACOM SOUTHEAST ASIA (M) SDN BHD LAUNCHED ITS DATACOM ON-SITE COMMUNITY TECHNOLOGY CENTER IN BANDAR UTAMA, SELANGOR, ON 17 SEPTEMBER 2011. THE LAUNCH ALSO MARKED THE BEGINNING OF A SERIES OF COMPUTER LITERACY WORKSHOPS FOR CHILDREN ADOPTED UNDER THE MYKASIH 'LOVE MY NEIGHBOURHOOD' PROGRAMME.

During the launch, General Manager of Datacom SEA Micah Riddell said, "We are delighted to share our recent success in launching Datacom SEA's On-Site Community Technology Center (CTC) in partnership with Microsoft and MyKasih Foundation."

Present to support this initiative were the Microsoft team - Adam Sharpe, Jasmine Begum, Clarence Choa, Mandeep Kaur and Satyaki Panda; as well as volunteers from NRC11 who helped to shuttle the first batch of participants to the inaugural computer literacy workshop which kick-started right after the launch.

"We are truly excited to be part of this community initiative programme. Aligned with the MyKasih 'Love My Neighbourhood' concept, we hope to improve the quality of life in the communities around us by providing them with basic computing skills and introducing them to the concept of technology and how technology can transform lives", said Micah Riddell.

Legal and Corporate Affairs Director of Microsoft Malaysia, Jasmine Begum, who was present during the launch said, "This is the thirtieth CTC programme which Microsoft has carried out in Malaysia. This collaboration with MyKasih Foundation is closely aligned with the Microsoft Unlimited Potential vision to reach out to communities through the power of technology."

In sharing a real example of how an Indian turkey farmer saved her livestock from an unnecessary culling exercise thanks to technology, Jasmine Begum emphasises on the positive impact basic computer literacy and awareness can have on someone's life and livelihood.

To-date, four Microsoft Digital Literacy (MSDL) Boot Camps have been carried out by Datacom's team of volunteers with 40 MyKasih children from Klang, USJ, Kayu Ara and Lembah Pantai.

The participants (aged between 12-17 years) have undergone classes which run over the course of two days



*Official launch of the Datacom On-Site Community Technology Centre in Bandar Utama, Selangor.*

*Ms Jasmine Begum (left), Legal and Corporate Affairs Director of Microsoft Malaysia, and Micah Riddell (right), General Manager of Datacom SEA.*

- Saturday and Sunday, at the end of which, the participants sit for an online exam. Successful participants with scores of 80% and above will receive certificates with their own individual barcodes that can be tracked online and used to secure employment in the future.

Business Improvement Manager of Datacom Malaysia Azlina Azuddin explained, "The MSDL module and its online tests which Datacom uses for the CTC program are designed for all ages. It teaches basic computer concepts and skills so that people can apply computer technology in their everyday lives to develop new social and economic opportunities for themselves, their families, and their communities."

"Regardless of whether a person is entirely new to computing or has had some experience, this curriculum will help them develop a fundamental understanding of computers - from using the internet to sending e-mails or creating documents," added Azlina.

With the help of dedicated volunteer trainers from Datacom's pool of staff, students of this programme will gain knowledge on topics covering basic computer hardware, software, operating systems and also basic Microsoft Office programmes.

Kumar Ramachandran who is Datacom's Learning and Development Manager said, "In this day and age, computer literacy is such that it should be considered a living skill. We hope that with this short intensive training, we are able to build the child's confidence in

using the computer and show them its uses and applicability in their everyday lives. Softwares such as Microsoft Excel is able to help them manage their pocket money and to keep track of their savings, while Microsoft Powerpoint will enable them to make presentations when they start work. Datacom's aim is to help improve their lives with technology."

"Although it can be challenging at times, the coaches and volunteers at Datacom are learning so much from their time with the students. With their differing backgrounds and characteristics, the satisfaction that we gain in training them is beyond compare. To see their eyes light up with understanding is very rewarding and we hope the knowledge that they gain will make a difference in their lives," added Kumar.

MyKasih Foundation Chief Executive Officer Jeffrey Perera mentioned that the feedback from the students have been encouraging. MyKasih has been receiving requests for additional computer literacy trainings from the parents and children.

"They enjoy the classes and are more than willing to sacrifice their weekends to attend the training. This speaks volumes on the importance and value that they place on the training programme," commented Perera.

"MyKasih Foundation is very thankful to Datacom and Microsoft for providing us with the opportunity to be involved in this computer literacy boot camp for children from underprivileged backgrounds", said Perera.





# NRC11 volunteers

transport mothers for their shopping needs

On December 11, members from the NRC11 club carried out their fourth volunteering stint with MyKasih Foundation. This time, they focused their transportation initiative in MyKasih's Ampang and Pandan Jaya communities.

What they do is pretty straight forward – NRC11 volunteers would fetch MyKasih recipients who have agreed to be shuttled, from their houses to the participating retail outlet in their neighbourhood, to do their grocery shopping under the MyKasih 'Love My Neighbourhood' food aid programme.

MyKasih recipients, especially the elderly who have difficulties carrying heavy bags of groceries; or young mothers with toddlers they cannot leave at home, truly appreciated the kind assistance and relief rendered.

NRC11 volunteer Ainal Aizat Ahmad Ishak said, "In coordinating these activities, our club members realise that the network of NGOs supporting the urban poor are not just extensive, but also very cooperative, patient and understanding."

"What makes it unforgettable is seeing the smiles on their faces when our members decided to supplement the goods that they have bought. This is our sincere effort to help the urban poor cope with the ever-rising cost of living," said NRC11 member Faizul Sukri.

MyKasih Foundation Senior Manager Shafinaz Suhaimi extended the Foundation's thanks to NRC11 for their continued support.

"We encourage this spirit of volunteerism to increase the awareness about urban poverty and to allow others to see first-hand the hardship that many have to cope with on a daily basis. What it is, is to try to connect people and establish loving and caring neighbourhoods where we can," said Shafinaz.



“What makes it unforgettable is seeing the smiles on their faces when our members decided to supplement the goods that they have bought. This is our sincere effort to help the urban poor cope with the ever-rising cost of living,” -NRC11 member Faizul Sukri.

In addition to the gratifying social benefits, the activity also provides MyKasih with an opportunity to gather operations-related feedback from recipients and the retail outlets’ cashiers on that day.

“We are always looking to improve the way we do things, so we appreciate feedback from the ground”, said MyKasih Operations Officer, Kuganesan Sandrasamy.

Earlier this year, NRC11 conducted similar transport volunteering activities in the MyKasih communities of USJ on 23 April, Semenyih on 10 July and Gombak / Batu Caves on 7 August 2011.

“We believe that every little effort makes a big difference and we are very keen to continue doing our part for the community. We hope that we can make this a regular monthly effort hearing how grateful the recipients were for our assistance,” added Ainul.

NRC11 is a club that carries out nation-building initiatives to positively benefit the Malaysian community, including those from underprivileged backgrounds. They have also run series of talks with captains of industries and organised many sports events.

# Book Smart.....Street Smart..... SOLS SMART

In pursuit of an ideal partner for its education programmes, MyKasih Foundation linked with Science of Life Studies 24/7, or SOLS 24/7, during the myHarapan-AIESEC Youth Nation Summit 2011 Project Pitching session on May 30, 2011.

The two have since joined forces for the benefit of the poor, combining MyKasih Foundation's food aid initiative and SOLS 24/7's specialised education programme for underprivileged youths.

In June 2011, the two parties decided to test the budding partnership. SOLS 24/7 officers joined MyKasih officers to enroll youths who would benefit from the SOLS programme.

## About SOLS 24/7

In countries with significant levels of poverty, poor families cannot afford to send their children to school. Even if they could, the children are unable to complete it successfully as extra tutorial classes are expensive.

Ill-equipped to face the challenges of the real world, combined with low self-esteem and low confidence, young people will be sidelined and left with little or no guidance. Compounded by their lackadaisical attitude, some would grow up living with a mindset of welfare hand-outs. Worse still, they could indulge in substance abuse or risky behavior which would ruin their lives.

As the future generation of the country, young people deserve the opportunity to receive proper education to develop their potential, irrespective of race, religion or gender. SOLS 24/7 was created to provide the best possible holistic education to youths from disadvantaged backgrounds, pro bono.

Founded 12 years ago by 3 Malaysians (a father and his two sons), SOLS 24/7 is an NGO that provides a unique and free education programme with boarding facilities to poor youths. As Social Entrepreneurs and Teachers, they passionately work towards the socio-economic progress of youths by empowering them with knowledge, capacity-building, life skills, leadership, and employment skills that positively affect the community and nation on a macro-level.



*SOLS 24/7 computer class in session.*



*Working in pairs, the students practice conversational English.*

After almost 30 years of research in mind science and the human potential, SOLS 24/7 developed innovative, practical and effective learning techniques to teach youths to become skilled, responsible, dynamic, disciplined and socially-conscious.

SOLS 24/7 Founder and Big Teacher Mr Madenjit Singh said, "Without education, human beings will not be able to achieve their full potential. And only those who have reached their full potential can do enough for themselves and for society."

"Simply put, we want to transform the street gangsters and mat rempits into decent human beings who are able to earn a living and achieve greater SUCCESS." – Raj Ridvan Singh.

"In Malaysia, we have established a Youth Development Center in Segambut, Kuala Lumpur, which provides free education and boarding to poor students who cannot afford higher education. Our students consist of unsuccessful SPM leavers, school dropouts, orphans, school-going children, and single mothers," added Raj, who is SOLS 24/7's International Director.

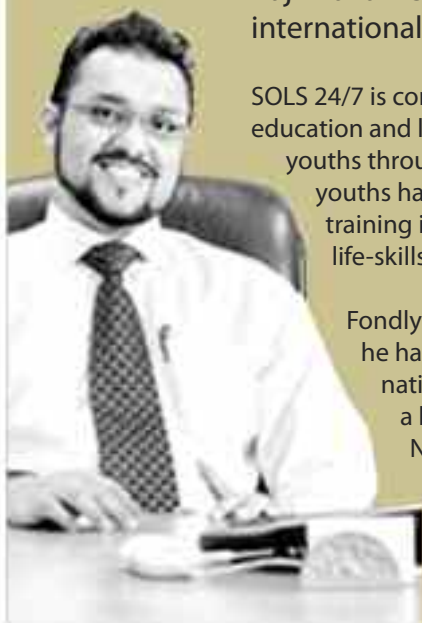
SOLS 24/7 education programmes are of high quality and adaptable, and therefore can be easily replicated. Tutoring is personalised and uses peer modeling (where graduates of the programme return to teach). Subjects taught are practical in terms of preparing the students for the working life. SOLS focuses on English, Mathematics, Computing, Accounting and Sales.

Within 6 months, students can understand and speak English. Within 3-6 months, they are able to use computers effectively. These are very useful skills when applying for jobs.

Additionally, SOLS 24/7 puts the students through leadership and character building camps to further develop their leadership skills and inculcate positive values such as sincerity, openness, trust, responsibility, discipline, and unity.



## About SOLS 24/7's Raj Ridvan Singh



Raj Ridvan Singh is the Co-Founder & international Director of SOLS 24/7.

SOLS 24/7 is committed to the holistic education and long-term development of youths throughout Southeast Asia. 80,000 youths have gone through SOLS 24/7's training in academic, job, leadership and life-skills education.

Fondly referred to as Teacher Raj, he has won many international and national awards and has received a letter of praise and support from Nobel Peace Prize Laureate and President of Timor Leste Dr. Jose Ramos Horta for SOLS 24/7's efforts in Timor Leste .



*Photo montage of SOLS 24/7 classes in session.*

Starting in Cambodia, SOLS 24/7 now has 68 training centers in six countries including Timor Leste, Laos, Japan, Singapore and Malaysia. To-date, 80,000 students have been put through the SOLS education system, graduating with recognised and accredited certificates, resulting in 96% of them being gainfully employed. In the near future, SOLS 24/7 plan to establish new community centres in every State of Malaysia for the urban and rural poor, especially in Sabah, East Malaysia.

SOLS24/7 reported that there are 90 students who are currently studying in their Segambut Youth Development Centre, out of which 50 are partially supported by MyKasih Foundation.

Senior Manager of MyKasih Foundation Shafinaz Suhaimi said "MyKasih brought 50 students from Sabah, Sarawak, and Peninsular Malaysia under this programme to provide them with the opportunity to reach their potential through self-actualisation, determination and motivation. SOLS has the expertise, experience and an impressive track record in terms of improving the students' circumstances through education. Opportunities are boundless for these students when equipped with the right skills sets and positive attitude."

"These students are partially funded by MyKasih for one year. We will be monitoring their progress and hope that their eventual success will be an example for others in their respective communities to follow suit," she said.



# MONASH UNIVERSITY LINKS WITH MYKASIH FOR MARKETING RESEARCH



*Monash University students working in teams and presenting their marketing strategies to MyKasih Foundation.*

On October 2011, final year students of Monash University's School of Business sat for an important capstone paper, aimed at nurturing entrepreneurial thinking.

Using MyKasih Foundation as a case study, the students of class MKW3121 Marketing Implementation and Planning researched and developed marketing strategies as part of their experiential learning assignment.

Monash University's Department of Marketing Senior Lecturer Dr Victoria Little explained that the students were required to apply the marketing theory they have learned in the classroom to business realities.



*MyKasih Foundation Chief Executive Officer Mr Jeffrey Perera, together with Monash University's Dr Victoria Little, Mr Kwan, and their students.*

For MyKasih Foundation, that meant that the students needed to understand the business model of a non-profit organisation and then use this understanding to:-

- capitalise on the uniqueness or strength of MyKasih;
- identify weaknesses and solve problems; and
- develop outreach strategies and fund-raising plans to enable MyKasih to execute their mission of helping the poor and needy families step out of poverty.

While the MKW3121 course covers the usual core strategic marketing theory, Dr Little explained that the scope of the assignment also included understanding markets and customers, competitive positioning, developing innovative value propositions, considering the resources and skills of the business vis a vis implementation, and sustainable ethical practices.

During the semester, the students ate, breathed and slept the MyKasih brand.

- **Stage 1** - The students form their teams, take the assignment brief, and undertake consumer and market research. In identifying internal and external threats and opportunities, the students gathered information and highlighted key issues for MyKasih.
- **Stage 2** - The teams prepare appropriate responses which address the problems and opportunities. They then developed marketing solutions to these problems.
- **Stage 3** – The teams debate and refine their ideas, and finally deliver a creative and commercially-relevant result in a formal presentation to a panel of experienced industry people.

These solutions were first presented to a panel of industry experts, or 'dragons', so named after the British television series "Dragons Den". In this series entrepreneurs present their new business ideas to a panel of fire-breathing venture capitalists and business experts, who evaluate the proposals and either send the hopefuls packing or offer to invest in their business. In this case, Monash's Dragons were, in fact, very supportive industry experts – Mr Daniel Baskoran, Director of Pulau Banding Foundation; Margaret Chin, Business Unit Head Starasia (M) Sdn Bhd; Mr George Bohlender, Senior Manager of Corporate Services of Minority Shareholder Watchdog Group; Mr Steve Murphy, MD of Ipsos Market Research; Anthony Lee, Chief Financial Officer of Giant Supermarkets; Mr Frederic Noyere, Managing Director of Moët Hennessy Malaysia/Singapore; Ms Josie Lim, Independent Business Person; Kiranjit Singh, Business Director & Head of Synovate Business Consulting; Malek Ali, Managing Director of BFM; and Haniza Razaif-Bohlender – Management Consultant & Entrepreneur. The dragons gave in-depth feedback on the proposals, and selected the top six teams to go forward to present to MyKasih Foundation.

"It was a daunting challenge to undertake in a period of no more than four months and we are delighted to say that the students rose to the occasion and gave their best," said Dr Little.

MyKasih Foundation Chief Executive Officer Jeffrey Perera said, "It is interesting and enlightening to hear about MyKasih from the perspective of a key target segment – the digital-age youth, and also to engage with the latest in marketing thinking."

"They have done an impressive job and we truly appreciate the external perspective. This has stimulated our reflection about the way MyKasih ought to do things," said Jeffrey.



Monash University's MKW3121 final year marketing students presenting their creative and commercially relevant marketing solutions to their peers and MyKasih Foundation.



MyKasih Foundation truly appreciates the volunteers who have dedicated their time and energy in helping the Foundation with its day-to-day activities, namely:

- Data entry of recipients under the MyKasih “Love My Neighbourhood” food aid programme into the new Online Portal, as well as
- Telephone calling recipients to confirm their participation in the various activities MyKasih conducts with its partners.

MyKasih Foundation took time out to hear what the volunteers from Monash University have to say about their volunteering stint:-

**MERISSA CHAN, Monash University Malaysia:**



Truly an eye-opening experience. The mostly blessed thing I felt was that I was able to study, whereas many others were not privileged to have access to higher education.

It was also quite shocking to find out that families' incomes can be so low. I cannot imagine how they live with such low income and go through much hardship daily. It made me realise that I am really blessed to be brought up by a family who gives me everything that I need.

**LOO DI CHANG, Monash University Malaysia:**

While doing the data entry of the recipients, I realised that most of them are females. I learnt that the mothers are usually the managers of the household, especially when it comes to purchasing groceries. It is good that MyKasih reaches out to families with school-going children or those with handicapped children. Those families definitely need the aid.



**TAI KA HUI, Monash University Malaysia:**



Calling recipients was tough for me as I hardly speak Bahasa Malaysia but I became more and more confident as I went along. Occasionally, I would speak Mandarin to the Chinese welfare recipients. MyKasih staff are really helpful and supportive.



**VENITHA GUNALAN, Monash University Malaysia:**

The Online Donor Portal is efficient as it is a full-fledged system that caters to a nationwide food aid programme. I understand that data entry can be a tedious and mundane activity, but someone has to do it and capitalising on volunteers is a good idea. I do not mind administrative work. Volunteering once a week with MyKasih is do-able.

**WAN NAZIRA, Monash University Malaysia:**

I was so touched when the recipients thanked me profusely when I informed them that their application under the food aid programme had been approved. Some recipients even cried over the phone! They were really grateful for the food aid.

I would definitely continue to volunteer with MyKasih Foundation. I would also like to get involved in organising activities for children and youths.

Keep up the good work, MyKasih!



**TAN SHU YEE, Monash University Malaysia:**

Looking at the heaps of application forms and when I call the recipients up via the telephone, I realise how truly lucky and blessed we are compared to the MyKasih welfare recipients.

**CHEN PEI WERN, Monash University Malaysia:**

Coming from an accounting background, I am interested to learn about the usage of the MyKad to purchase food items and how money is allocated to recipients automatically in an accurate and transparent manner.

When the welfare recipients are informed that they have RM 80 to spend every month on food, I can hear from their voices that they are very happy and appreciative to have received the food aid.



Yap Lai Yew (left) & Chen Pei Wern (right)

THANK YOU



**Volunteer with MyKasih!**

MyKasih is always on the lookout for volunteers. While tasks may vary from basic data entry to organising fund-raising campaigns, you can be part of a truly dynamic team and build valuable experiences along the way.

Email us at [info@mykasih.com](mailto:info@mykasih.com) with these details:

- Name and age
- Contact number
- Educational background or expertise / experience
- Volunteering areas of interest
- Availability and duration of volunteering

♥ Ways To Contribute

**YOU CAN**

# MAKE A DIFFERENCE

## CORPORATES

Sponsor a MyKasih community and adopt families today! Create a positive impact in your neighbourhood through food aid and education 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 are tax exempted and 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.

### Donations can be made via:

#### 1 CHEQUE

Payable to **"MyKasih Foundation"** to:

MyKasih Foundation  
c/o Finance Department  
2nd Floor, 209, Block G,  
Phileo Damansara 1,  
No. 9, Jalan 16/11, 46350,  
Petaling Jaya, Selangor, Malaysia.

Please provide the following particulars on the reverse side of your cheque:-

##### Individual Donor

Full Name, IC or Passport Number, mailing address, email address and contact number.

##### Corporate Donor

Full name of company, company registration number and company mailing address, and details of main contact person.

#### 2 TELEGRAPHIC TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address	30, 32 & 34, Jalan SS2/51, 47300 Petaling Jaya, Selangor, Malaysia.

#### 3 CREDIT CARD

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

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

Donors will receive consumption reports which show how their funds are utilised for the communities or families they are supporting under the MyKasih "Love My Neighbourhood" programme.

For further information, please contact us at [info@mykasih.com](mailto:info@mykasih.com) or +603 7949 9691.



Love My Neighbourhood



# MyKasih Charity Golf 2012

Glenmarie Golf & Country Club  
Afternoon of June 30<sup>th</sup>, 2012



**Sponsor  
a flight!**

For more details, please email  
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[www.mykasih.com](http://www.mykasih.com)



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**Donors:** PETRONAS, DIALOG Group, AmBank Group, Sime Darby, Langsung Terminal (One), TSM Charity Golf, Port Klang Authority, Malaysian Gas Association, Sunrise, Quanterm Logistics, Technip Geoproduction, ConocoPhillips, Murphy Sarawak Oil, Mubadala Development Corporation, Kertih Terminals, Optimal Group, Giant Hypermarket, Peter White Robinson, John & Edwina Thornton, Paul & Patricia Gould, Wong Yat Sun, Ian Hong, Ngau Boon Keat & Family, Kuwait Finance House, Toh Hoon Chew, Loy Ah Wei, Wong Chin Chan, Goh Chee Seng, Soo Tuck Koow, APP Timber, SELIA Group, Scomi Group, MISC Berhad, Star Foundation, BHPetrol, Telekom Malaysia Berhad, Giant Hypermarket, ECONSAVE, Pasaraya Ong Tai Kim, HERO Hypermarket, Pasaraya Bilal, Genting Mas, Tunas Manja, PETRONAS Mesra Convenience Store, 99 Speed Mart, New World Mart.

**Government Ministries and Agencies:** Jabatan Pendaftaran Negara (JPN), Multimedia Development Corporation (MDeC), Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN), Ministry of Women, Family and Community Development (KPWKM), Bank Negara Malaysia, Ministry of Education (MOE), Implementation & Coordination Unit (ICU) of Prime Minister's Department, PEMANDU, Unit Perancangan Ekonomi Johor.

**Education & Training:** HELP University, Monash University Volunteers Programme, Universiti Kebangsaan Malaysia, Universiti Sains Malaysia, Politeknik Ibrahim Sultan Johor Bharu, Kassim Chin Humanity Foundation, National Association of Women Entrepreneurs of Malaysia (NAWEM), SISTAS Network, LPPKN, myHarapan Youth Trust Foundation, Agensi Kaunseling Dan Pengurusan Kredit (AKPK) of Bank Negara Malaysia, Malaysian CARE.

**Partner Retail Stores:** PETRONAS Mesra Convenience Store (nationwide), Giant Hypermarket (nationwide), ECONSAVE, Tunas Manja (Pahang), Mydin Supermarket (Kelantan, Melaka, Selangor), The Store (Batu Pahat, Johor), Metamorf Supermarket (Klang Valley), Boulevard Hypermarket (Sarawak), Genting Mas (Sabah), Pasaraya Bilal (Kelantan), TMC, CKS Supermarket (Sabah), Pasaraya Ong Tai Kim (Klang Valley), HERO Hypermarket (Klang Valley), 99 Speed Mart, Milimewa Supermarket, New World Mart (Sarawak).

**NGOs:** Lions Club International (nationwide), Rotary Club International (nationwide), Pemulihan Dalam Komuniti PDK (nationwide), Jawatankuasa Kemajuan dan Keselamatan Kampung JKKK (nationwide), Malaysian CARE, House of Hope (Penang), Yayasan Kemajuan Insan YAKIN (Sarawak), Yayasan Orang Kurang Upaya YOKUK (Kelantan), Pusat Penyayang Sg Kayu Ara PPSKA, Pertubuhan Sosial dan Pembangunan Komuniti PSPK (Selayang), Persatuan Ibu Tunggal Sarawak (Bintulu), Miri Dayak Association, Lembaga Kemajuan Melayu Miri, PACOS Foundation Sabah, Sabah Women Action-Resource Group (SAWO), AGAPE Centre, Women of Malacca Action Club, Charis Community Centre, SOLS 24/7, Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka), Society of St Vincent DePaul, Persatuan Hindu Sanggam Pasir Gudang, Persatuan Mediator Komuniti (nationwide), Persatuan Ibubapa Muda

# A Welfare Programme

*with a* **Technological Difference**



**Food  
Aid**

providing  
aid for essential food items



**Education  
Workshop**

creating  
a brighter future

