



MyKasih News

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DIALOG Invests In Livelihood Projects

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HSBC Bridges The Education Gap

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Yayasan Hasanah Supports Pahang B40 Communities With Post-Flood Recovery

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ISSUE 31 | JANUARY - JUNE 2021

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CHAIRMAN'S MESSAGE

Dear Friends,

The first six months of 2021 saw the COVID-19 Movement Control Order (MCO) being extended from MCO 2.0 (13 January till 4 March 2021) to MCO 3.0 (1 June to 28 June 2021).

As we received appeals for aid from B40 communities, we reached out to donors with the hope that they were not already pandemic-fatigued from 2020's ordeal.

Hence, we are extremely grateful to SC Johnson, Khazanah, Yayasan Hasanah, HSBC, Carlsberg together with Star Foundation, Petron, Linaco, DIALOG, Nestle, CARiNG Pharmacy and Rotary Clubs for once again responding to our appeals.

We are also thankful to our merchant partners such as Giant, Lotus Stores, Mydin, Econsave, The Store Group, TF Value Mart, 99 Speedmart, as well as local community sundry shops, for supporting our flagship cashless food aid programme at their outlets nationwide.

As we serve MyKasih beneficiaries during these difficult times, we truly appreciate our retail partners for going the extra mile in ensuring the smooth running of our programme and in some cases, extending additional aid to them.

We are happy to offer the use of our cashless welfare distribution system to anyone who would like to help vulnerable communities. We continue to remain focused on sustainable food security and livelihood projects, as we work towards the global goal of zero hunger and provide income-generating opportunities for those involved in staying resilient during these unprecedented times.

On that note, my wife and I would like to thank you for your trust in us, and for your concern and care towards those less fortunate.

TAN SRI DR NGAU BOON KEAT

Chairman and Co-Founder





About MyKasih™

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

MyKasih not only aims to improve nutrition through its food aid programme but also strives to transform the families through skills training and education, especially for their children, to break the poverty cycle and give them hope for a better future.

What is significant is that MyKasih uses leading-edge

technology to support its aid distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by DIV Services Sdn Bhd, a subsidiary of DIALOG.

All disbursements and payments are effected through the use of the MyKad, which is the chip-based ID card issued to all Malaysians. Use of the MyKad allows us to target aid to the right person, enabling us to distribute aid in an efficient, transparent and secure way. This feature is probably the first of its kind in welfare distribution in the world.

OUR FOOD AID PROGRAMME...

The MyKasih 'Love My Neighbourhood' is a cashless food aid programme which reaches out to families earning a combined monthly household income of RM1,500 and below. Recipients receive a monthly allowance of RM80 through their MyKad account, which can be spent on approved essential items at partner retail outlets.

The approved food items range from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages. The list of approved items can be expanded to include basic household appliances and schooling necessities for post-disaster relief.



OUR STUDENT BURSARY PROGRAMME...

Under the MyKasih 'Love My School' bursary programme, students from economically-challenged backgrounds are given annual bursaries via a smartcard linked to their MyKad account, to pay for meals at the school canteen and to purchase school books and stationery from the school bookshop.

Additional support is rendered through sponsorship of extra tuition classes, study camps, English literacy and numeracy workshops and computer labs for 21st century learning. Robotics, aquaponic projects and sports activities are also funded to enhance their learning experience in school.



OUR ORANG ASLI CHILDREN'S EDUCATION FUND...

School dropouts are most rampant amongst the Orang Asli and the single, greatest contributing factor to the dropout is poverty. The 'Orang Asli Children's Education Fund' was set up to support indigenous children in national schools and those attending after-school classes at community learning centers.

In catering to the unique needs of the community, the fund ensures that Orang Asli children, especially those in rural areas, are not left behind and are able to attain an education and an opportunity to develop to their fullest potential.



OUR SUPPLEMENTARY ASSISTANCE PROGRAMMES...

In our effort to help our beneficiaries break out of the poverty cycle, we work with training partners to provide skills and entrepreneurship training to empower them with knowledge and skills to realise their full potential and achieve financial independence.

Additionally, health awareness programmes and screenings are done in collaboration with the Ministry of Health and the National Population and Family Development Board (locally known as 'LPPKN') to support the holistic well-being of our beneficiaries.



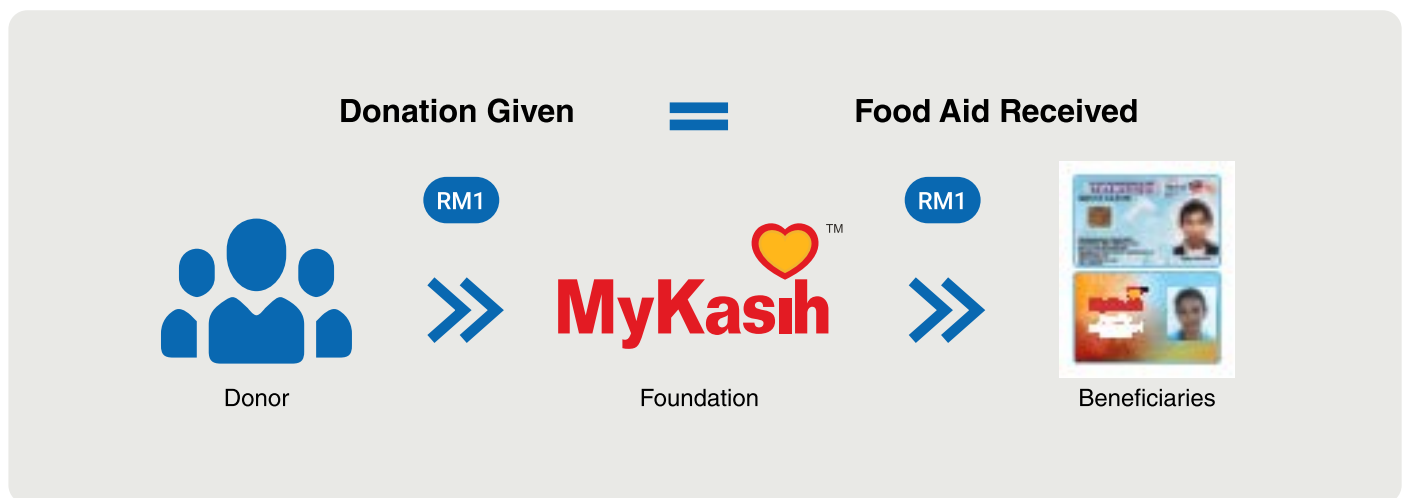
HOW YOU CAN HELP...

We rely on funding from donors to carry out all of the above community and school programmes. Companies are welcome to adopt MyKasih's programmes and brand them accordingly as part of their on-going corporate social responsibility initiatives.



Every ringgit goes a long way in making a difference. All cash donations to MyKasih Foundation are tax-exempt and are passed in full to the beneficiaries.

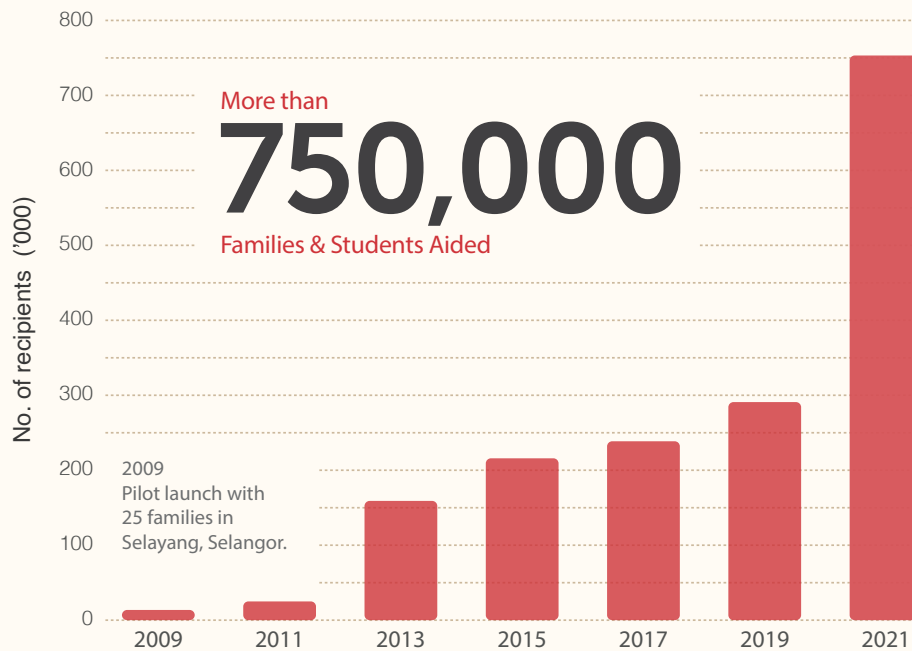
MyKasih will oversee the expenditure and disbursements to ensure that funds are used strictly for their intended purposes. Donors will receive fund utilisation reports detailing the purchasing trends, progress of projects undertaken, as well as impacts and outcomes of investments made.



All donations are **passed in full** to beneficiaries via their MyKad or MyKasih smartcard.

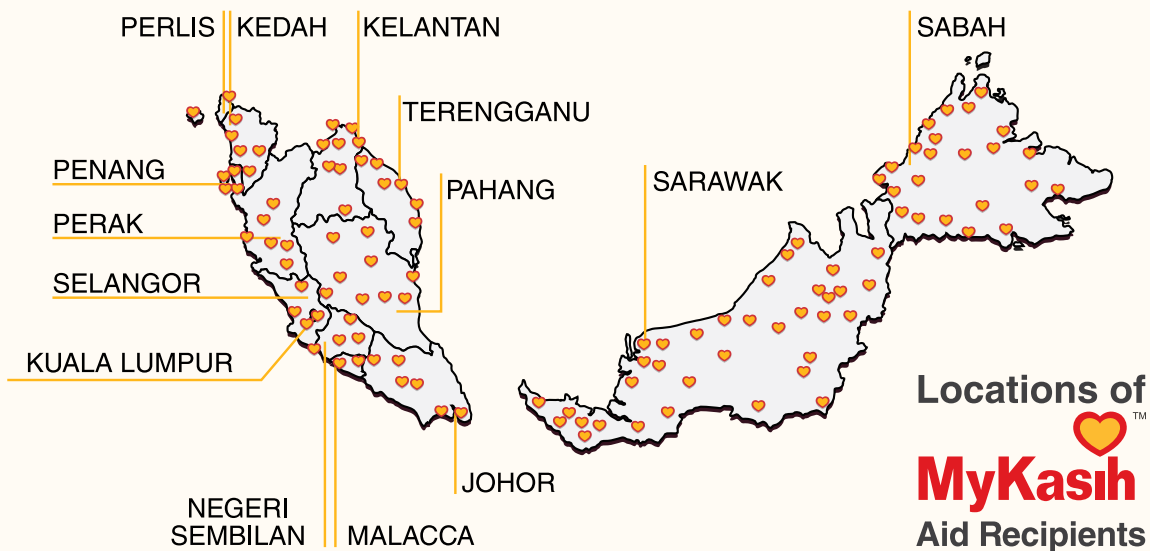
MyKasih Today

MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in 2009. By 2021, we would have channelled **RM380 million** via the MyKasih cashless payment system to more than **750,000 families** in over 400 locations nationwide, out of which, 20,000 are primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.



The scope of the MyKasih system has expanded beyond food aid and student bursaries to include cashless payments for public transportation, fuel, medical treatments and utility bills. Essentially, the MyKad account becomes the single main account to which low-income households can use to access multiple welfare products or services.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor and Sarawak State Governments, Lembaga Zakat Selangor, Zakat Pulau Pinang and Majlis Agama Islam Melaka, have also been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.



Board of Trustees



TAN SRI DR NGAU BOON KEAT
Chairman & Co-Founder



**TAN SRI DATO' SERI MEGAT
NAJMUDDIN BIN DATO' SERI DR
HJ MEGAT KHAS**



**TAN SRI DATUK DR REBECCA
FATIMA STA MARIA**



DATO HO KAY TAT



DATUK YAACOB BIN MD AMIN



DATUK BADLISHAM GHAZALI



**DATIN NAZRIN ANEEZA
BINTI NAZARUDDIN**



SITI KHAIRON BINTI SHARIFF

“ creating loving and caring
neighbourhoods through
food aid and education ”

MyKasih And The United Nations Sustainable Development Goals

The United Nations developed a blueprint for partnerships to achieve peace and prosperity for the people and the planet. It is an urgent call for action, recognising that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality and spur economic growth. At the same time, tackling climate change and working to preserve oceans and forests.

At the heart of the blueprint are the 17 Sustainable Development Goals (SDGs) aimed at ending extreme poverty, reducing inequality and injustice, and protecting the planet by 2030. Adopted by 193 countries in 2015, the SDGs have inspired people from across sectors, geographies, and cultures to focus on ideas, initiatives and actions that generate larger impact, advance the SDG imperative to 'leave no one behind' and are backed by evidence, practical commitments and action.

MyKasih Foundation received the United Nations Malaysia Award 2018 for 'Leaving No One Behind' on 24 October 2018 in conjunction with the 73rd Anniversary of the United Nations. The award was for the effective technology-driven welfare distribution method that has delivered aid to large numbers of poor Malaysians.



From left to right: YB Datuk Liew Vui Keong (Minister in the Prime Minister's Department) Tan Sri Dr Ngau Boon Keat (Chairman and Co-Founder of MyKasih Foundation); Puan Sri Jean Ngau (Co-Founder of MyKasih Foundation) and Stefan Priesner (United Nations Resident Coordinator for Malaysia, UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam).



SUSTAINABLE DEVELOPMENT GOALS

With the exception of Goal 6 (Clean Water & Sanitation), Goal 7 (Renewable & Clean Energy), Goal 12 (Responsible Consumption & Production) and Goal 16 (Peace, Justice and Strong Institutions), various MyKasih programmes are aligned with 13 out of the 17 SDGs, as described below:



Zero Hunger: Our targeted cashless food aid and community food security projects ensure that families' basic need for food is met. Beneficiaries are given training in the relevant skills for decent work and gainful employment, which in turn translates to more income for household food expenditure.



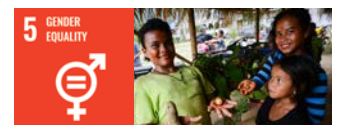
Good Health and Well-Being: Good health and well-being are promoted through food aid, school sports programmes, community food security initiatives, as well as health screening. In partnership with local health departments, communities are given general screening which includes dental and vision checks, as well as cervical screening and mammogram.



Quality Education: Investments in Back-To-School necessities, computer labs, robotics equipment and school aquaponic edible gardens encourage digital literacy and STEM (Science, Technology, English and Mathematics) education among underprivileged students. Children in rural communities are also not left behind by way of 'jungle schools'.



No Poverty: Our food aid, education and livelihood initiatives provide low-income households with opportunities to step out of poverty. With food on the table and children attending school or vocational studies, family members can participate in skills and entrepreneurial pursuits for a better quality of life.



Gender Equality: Gender equality is promoted by empowering young girls through sports and education, providing women with the choice to manage household food budgets, as well as to gain new skills to earn a decent living.



Decent Work and Economic Growth: Our youth development programmes as well as skills training and entrepreneurial income-generation courses help our beneficiaries obtain decent work which contribute towards community resilience and nation-building.



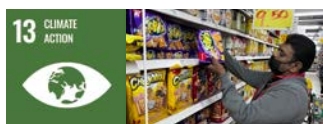
Industry, Innovation and Infrastructure: Our MyKad-based MyKasih cashless payment system ensures that aid is delivered in an efficient, secure and transparent manner to targeted beneficiaries. We continue to innovate to ensure our welfare delivery methods remain relevant and useful.



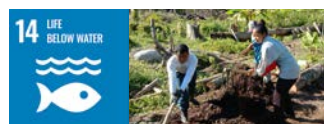
Reduced Inequalities: Our programmes do not discriminate based on race, gender or people at-risk. In fact, our initiatives also include marginalised and vulnerable communities such as the indigenous peoples or low-income households who are affected or impacted by HIV & AIDS.



Sustainable Cities and Communities: Our work in building sustainable communities starts first with respecting and empowering the people of the land to determine for themselves the kind of projects and activities which would benefit them. The sense of ownership ensures continuity towards resilience and self-sufficiency.



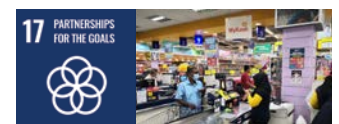
Climate Action: Our innovative cashless welfare distribution platform leverages on retail partners to serve beneficiaries when they shop under the programme. This circumvents additional carbon footprint involved in traditional aid delivery (i.e. procurement, packing, storage and transportation). Other efforts include community farming, tree-planting, and recycling.



Life Below Water: For the wellbeing of communities most vulnerable to climate change, our efforts include protecting the ecosystems they depend on for food and livelihood. At the same time, conserving critical wetlands such as mangrove forests and seagrass beds which serve as buffers from storms and sponges for floodwaters.



Life On Land: Our food security and livelihood initiatives in rural villages focus on resource efficiency (recycling of biodegradables into compost) and sustainable food production, i.e. integrating short-term cash crops with long-term carbon sequestering rubber and fruit trees, as well as livestock cultivation.



Partnerships For The Goals: We work extensively with partners to achieve the above goals. Our stakeholders range from various government agencies and ministries, donors and retail partners, schools and their educators, NGOs and social enterprises, as well as research institutions.

DIALOG Delivers Critical Aid Safely

Critical Food Aid COVID-19 Movement Control

The cashless nature of MyKasih's welfare distribution became particularly useful during the COVID-19 Movement Control Order (MCO) when it came into effect in March 2020. It enabled the food aid programme to be executed remotely, thereby rendering assistance directly to those in need without requiring social workers to physically procure, pack and deliver food to the beneficiaries.

Over the period of January to June 2021, the cashless platform mobilised almost RM18.2 million in charitable funds to aid B40 families nationwide with food aid support. By offering the use of the cashless welfare distribution system, DIALOG played its role in flattening the COVID-19 curve by minimizing the risk of volunteers and social workers being exposed to COVID-19.



Facemasks being distributed to MyKasih communities.

The Group also contributed RM47,300 towards the fight against the pandemic. The support went towards meals for volunteers and frontliners working in two vaccination centres (PPVs) in Taman Aada, Johor Bharu and Sri Alam in Masai, Johor, for a period of 2 months.

Back in its Mutiara Damansara headquarters, DIALOG also offered the

use of its office space, staff (security officers and drivers) and company vehicles to receive, store and transport donated goods, ranging from dry goods and beverages, to hand sanitisers, to police frontliners and B40 communities in Kuala Lumpur, Johor and Pahang.



Donated goods delivered to DIALOG Tower to be distributed to frontliners.

Flood Relief Assistance

In January 2021, DIALOG Plant Services (DPSSB) together with relief workers from MERCY Malaysia, distributed 300 hygiene kits and helped clean homes in Chukai and Bukit Mentok in Kemaman, Terengganu, which were affected by the floods caused by monsoon rains.

The clean-up and aid distribution mission involved six units of 4WD, one lorry, one van, 23 personnel from DPSSB and 10 from MERCY.



DIALOG staff distributing MERCY hygiene kits during post-flood clean-up efforts in Kemaman, Terengganu.



	RM97,800 food aid for 489 families
	RM47,300 meals for volunteers at vaccination centres
	RM29,400 sponsorship of waterjets and pumps

In January and February 2021, DIALOG provided a one-off RM200 cashless food aid support via MyKasih Foundation to 489 flood-affected families in Johor (Kluang and Pengerang) and Pahang (Lipis and Kuantan).

DIALOG also donated 70 water jets worth RM29,400 to Majlis Tindakan Sosial Pahang to assist with the state's post-flood clean-up efforts, as well as 5,000 facemasks and 10 temperature scanners to front-liners in flood-affected districts in Johor and Pahang.






DIALOG with Malaysian Finance Minister Tengku Dato' Sri Zafrul Aziz during a symbolic handover of waterjets to Majlis Tindakan Sosial Pahang.

DIALOG Supports Flagship Cashless Welfare Initiatives For B40 Communities



DIALOG's key contribution in ensuring the wellbeing of communities struggling with poverty is in the unique technology developed by its subsidiary DIV Services Sdn. Bhd. DIALOG has vested its proprietary technology and dedicated staff resources to drive MyKasih Foundation's distribution of welfare aid to targeted beneficiaries in a secure, efficient and transparent manner. In doing so, other corporates, non-corporate funding bodies, social purpose organisations and individuals are able to help the poor without incurring any cost or licensing fees and thereby fully maximizing charity benefits to those who need it most.

In addition to pioneering the cashless system that manages MyKasih's welfare distribution, DIALOG contributed RM5.68 million this year towards MyKasih's flagship 'Love My Neighbourhood' food aid and 'Love My School' student bursary programmes.

	RM5.68 mil contributed
	3,300 students in 27 schools
	560 families in 9 locations



Students of SK Batu 14 happily harvesting their aquaponics yield.

MyKasih 'Love My Neighbourhood (LMN) Food Aid Programme

The Group allocated RM540,000 to support 560 families across 9 locations nationwide with monthly food aid. In line with the Group's CSR objectives, it's subsidiary in Thailand, DIALOG Systems Thailand, also supports 81 families in the Laksi district in Bangkok, with monthly food aid worth THB500 per family through the MyKasih smartcard. Just like in Malaysia, the recipient families in Thailand shop for approved provisions at participating retail outlets within their community.

MyKasih 'Love My School' (LMS) Student Bursary Programme

A substantial part of DIALOG's CSR efforts in schools are conducted in collaboration with the national corridor initiatives – namely the Northern Corridor Economic Region and the East Coast Economic Region empower@ academic programmes. Students are supported with cashless bursaries while schools are equipped with computer labs and robotics for 21st century learning, aquaponics edible garden projects for nutrition and life skills education, Back-To-School aid, extra-curricular activities like music, and sports development initiatives such as football and rugby.

DIALOG allocated RM3.3 million out of the Group's RM5.68 million CSR allocation for the LMS initiative. Out of the 27 schools and 3,300 students under DIALOG's support this year, 13 schools are Asli and Pribumi (indigenous and native) primary schools with a combined population of 2,200 students. This demonstrates DIALOG's focus on the wellbeing of vulnerable and marginalised communities by ensuring that children can pursue education without worry.



Cooking oil is one of the 10 approved essential food categories MyKasih beneficiaries can purchase from.

DIALOG Invests In Livelihood Projects



Food security projects have become all the more crucial when the MCO was extended beyond 2020. DIALOG began investing in livelihood projects and food security initiatives with the main aim of working towards zero hunger and providing income-generating livelihood opportunities for those involved.

In collaboration with the East Coast Economic Region Development Council, DIALOG allocated RM200,000 towards a chilli farming project in six Orang Asli villages in Lipis, Raub and Cameron Highlands, Pahang, which began in February 2021.

45 participants from six villages in the districts of Lipis (Pos Betau and Pos Pantos), Raub (Sungai Yol and Satak) and Cameron Highlands (Pos Telanok and Teij) have begun a six-month training programme totaling 120 training hours.

Upon completion of the one-year project, the participants will be monitored for another 12 months to ensure the sustainability of their chilli business. Currently, the average monthly income of the Orang Asli is RM1,092 per person (source: Ministry of Rural Development, 2020).

RM200,000
contributed

45
participants trained



With a total acreage just under 7 acres, the 45 participants will be growing 33,750 polybags of chilli plants via fertigation which should achieve an average monthly income of RM2,200 per participant by January 2022.



This project aims to empower the Orang Asli participants with hard skills (chilli farming project via fertigation method), soft skills (communication and marketing) and income-generation opportunities to help them earn a decent living and raise the living standards of their families.

A participant installing capillary piping for every polybag.

SC Johnson Helps 4,300 Families Cope With Floods, Pandemic

When the floods hit some states earlier this year and the rising COVID-19 cases prompted tightening of MCO restrictions, the struggles of B40 families seemed to never end. Many had lost their jobs and some were further tested to rebuild their homes wrecked by the floods.

In March 2021, SC Johnson assisted 800 flood victims from the most severely affected areas in Pahang and Johor. With a contribution of RM200,000, each family was supported with a one-off RM250 cashless allowance via their MyKad to purchase essential food items and household necessities from MyKasih's retail partners.

The assistance helped the families in Maran, Lipis, Temerloh and Pengerang with basic needs during those difficult times upon their return home after floodwaters had receded.

Four months later, SC Johnson responded positively once again to MyKasih's appeal for food aid for B40 households affected by the extended MCO due to rising COVID-19 cases. A total of RM350,000 was channelled to 3,500 urban poor families in Lembah Pantai, Kuala Lumpur. Each recipient purchased RM100 worth of groceries using their MyKad at neighbourhood outlets over the period of July to September 2021.



RM750,000

contributed



4,300

families supported with food aid



528

students supported with cashless bursaries and STEM education

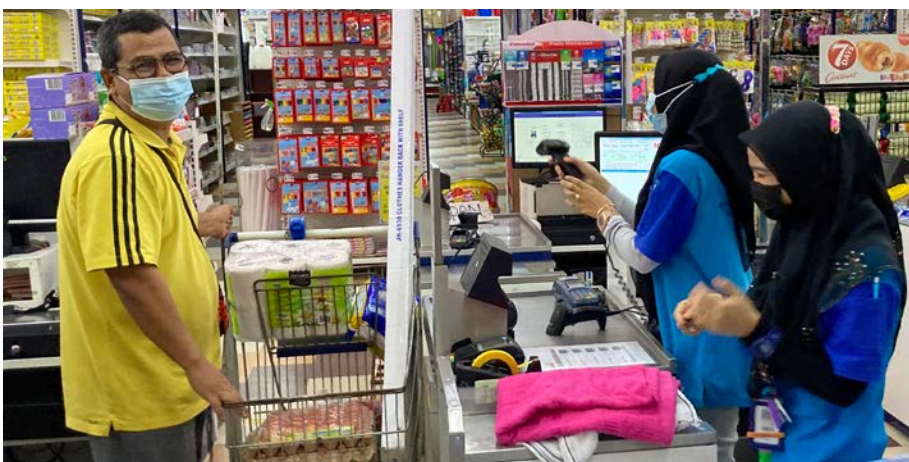
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We are truly grateful for SC Johnson's compassion and generosity during these unprecedented times. We are blessed to be able to reach out to communities in need and deliver aid on behalf of our donor partner. The post-flood relief and MCO food aid are not the only initiatives which SC Johnson supports via MyKasih. Since 2019, SC Johnson has been providing cashless bursaries and other educational support to 250 underserved students in Sekolah Kebangsaan Bangsar, Kuala Lumpur, via the 'Love My School' bursary programme. We are motivated to continue our good work in the community, thanks to the concern and support from SC Johnson.

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



Cartful of groceries paid using the MyKad.



A cashier scanning items being purchased under the post-flood relief programme, which includes non-food household essentials needed to rebuild and repair homes. Another recipient (right photo) opted for electrical appliances such as this rice cooker.



HSBC Bridges The Education Gap



HSBC Chief Executive Officer, Stuart Milne (right), presenting a mock cheque to MyKasih Foundation Chairman and Co-Founder Tan Sri Dr Ngau Boon Keat in April 2021, in support of the MyKasih 'Love My School' programme and STEM education.

 **RM500,000**
donated towards 21st century learning

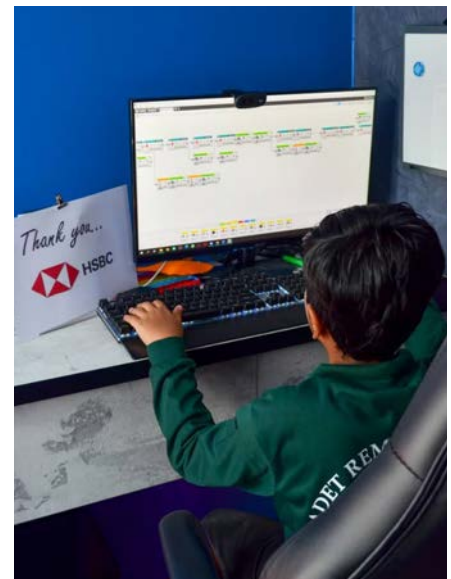
Schools remained closed for the most part of 2021 during the Movement Control Order and classes were conducted remotely. While the more affluent of the Malaysian population had the means to cope with online learning, many within the B40 segment were at risk of being left behind.

MyKasih currently supports more than 12,000 B40 students in 112 schools nationwide through the Love My School (LMS) initiative. In addition to cashless bursaries for their daily meals and learning necessities, the LMS initiative encourages STEM (Science, Technology, Engineering and Mathematics) education through the sponsorship of computer labs, aquaponic edible gardens and robotics equipment.

In April 2021, HSBC contributed RM500,000 towards digital robotic kits and online learning modules and software, namely the virtualroboticstoolkit.com and ilearnace.com, for 37 schools in need.

A total of 70 teachers were trained by Sasbadi in June 2021 on how to design, build, programme and simulate virtual robots using these toolkits.

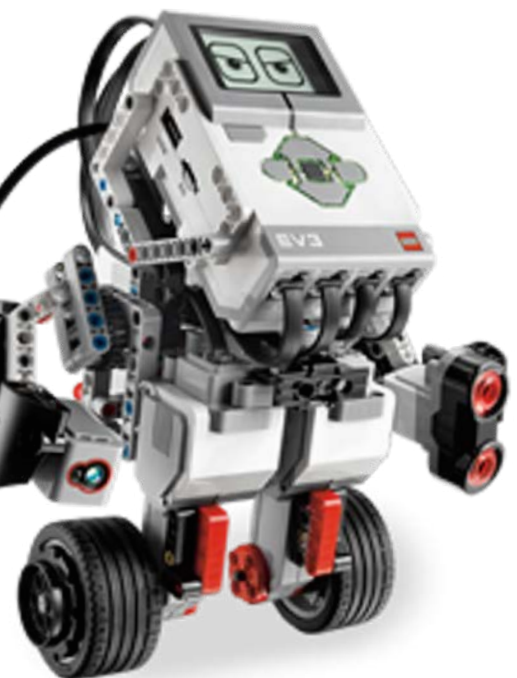
On the other hand, I-Learn Ace provides a hybrid teaching and learning platform, with a focus on STEM subjects. By utilising both these digital tools, the students will be able to keep up with their studies.



A student applying robotics knowledge while under his teacher's remote tutoring.



70 teachers from 37 schools being trained on the virtual robotics toolkit and the i-Learn ACE online learning module and software.



HSBC Invests In Community Resilience

Community stays strong amidst pandemic with sustainable food security



Villagers tending to their vegetable garden.

HSBC and MyKasih, together with partner NGOs on the ground, are managing six project sites focused on establishing food security. The main aim is to work towards zero hunger and provide income-generating livelihood opportunities for those involved. These community livelihood projects, while still in early stages, set the foundation for overall community wellbeing and resilience through food security and economic sustainability.

In the rural Orang Asli villages of Gerik, Perak, 44 community members who had participated in a sustainable agriculture course in August 2020 have gone into compost production in a big way to produce organic fertilisers for



Villagers work on producing compost to organically nourish their crop.


their community farms and for sale.


They have also developed food gardens, growing fruits and vegetables for domestic consumption and to be sold through middlemen or wholesalers. As of June 2021, the villagers have expanded their efforts to include the planting of fruit seedlings such as jackfruit, rambutan and mangosteen.

Around the same time, the villagers have constructed fish ponds to rear the prized mahseer. After attending a fish farming course in September last year, the communities laboriously dug and lined six fish ponds, before proceeding to populate the ponds with fish caught from nearby rivers.



Villagers laboriously constructing ponds without machines.

 **RM363,000**
contributed

 **6**
rural communities supported

Meanwhile, the villagers in Kampung Bertang, Pahang, had constructed chicken coops to rear 600 chicks and were trained on modern chicken farming, including disease control and sanitizing of coops.

Although the projected profits were not achieved due to travel restrictions during the MCO which hindered sales, the returns were used to construct more coops, as well as purchases of chicks and chicken feed.



Villagers focused on increasing the capacity of chicken coops throughout the MCO period.

Yayasan Hasanah Supports Pahang B40 Communities With Post-Flood Recovery

With funding support via Yayasan Hasanah's Humanitarian and Disaster Relief (HDR) programme, 400 families in flood-affected Pahang districts had their MyKad accounts activated with a one-off RM250 cashless aid and were guided via telephone to shop for essentials at the nearest retail outlets over the period of February to June 2021.

"We were saddened by the predicament faced by the families when we heard from NGO partners and teachers from the schools we support in Pahang. We reached out to corporate donors and funding organisations to meet as many appeals as we could and we are thankful that Yayasan Hasanah responded promptly to our request," said MyKasih Foundation Chairman, Tan Sri Dr Ngau Boon Keat.



RM100,000
contributed



400
families supported
with food aid



MyKasih's post-flood relief programme helps those who have suffered severe losses and damages to their homes rebuild their lives after the disaster.

“

Hasanah's support for humanitarian and disaster relief initiatives is three-pronged: (i) ensuring ongoing preparedness, (ii) providing initial and emergency response, and (iii) continuous recovery and rebuilding efforts. We work very closely with our network of partner NGOs as well as the GLC Disaster Response Network (GDRN) and National Disaster Management Agency (NADMA) to ensure we provide effective response and relief support to survivors of both natural and man-made disasters.

Hasanah Managing Director,
Dato' Shahira Ahmed Bazari.



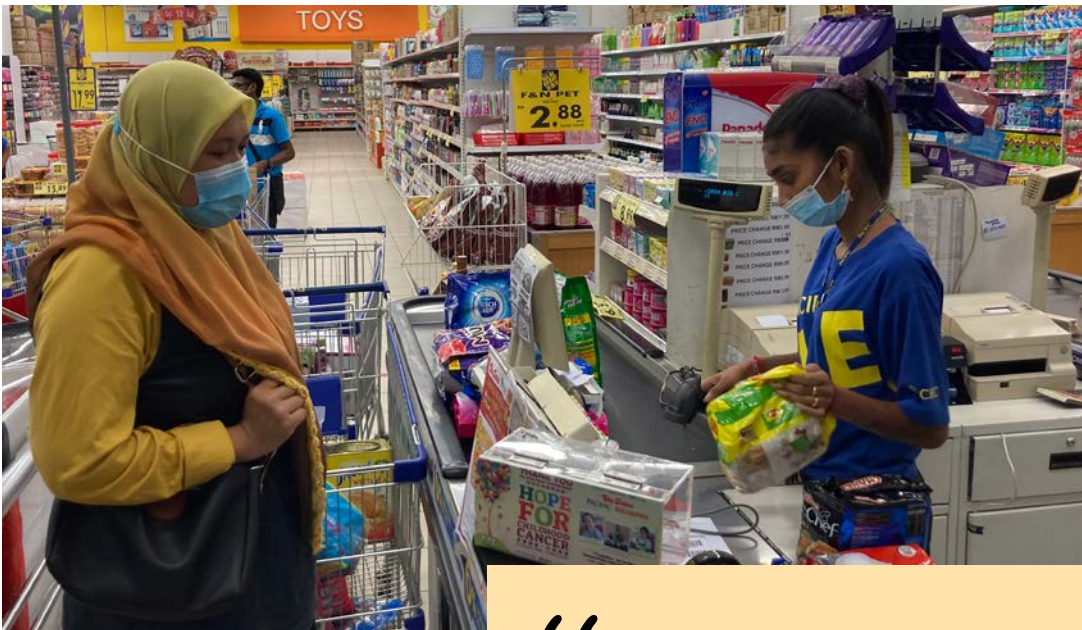
A family decides on the various necessities under the post-flood relief programme.



A shop assistant helps test the vacuum cleaner to ensure it is in working condition as the recipient looks on.



Purchase of electrical appliances are essential for families who have lost most of their possessions in the flood.



Approved basic items under the MyKasih programme are paid with donor funds via the MyKad. Recipients can still purchase non-approved items, which are scanned and paid for separately, using their own cash.

Last year, MyKasih was amongst the first few grantees of the PRIHATIN special grant initiative by Yayasan Hasanah and the Ministry of Finance, aimed at improving the quality of life of vulnerable individuals and families in Malaysia and to help them recover from the COVID-19 pandemic. In June 2020, MyKasih received RM249,900 via the Hasanah Special Grant (HSG) 2020 to support 833 families in Pahang, Penang, Perak, Selangor, Kuala Lumpur and Terengganu, with food aid worth RM100 per family per month for a period of three months.

“

What we like about MyKasih's cashless food aid programme is that it can be quickly and efficiently executed in a safe and secure manner, with no cash exchanging hands. Given that we are still observing various MCO protocols, this cashless method of aid distribution is our best option in helping families in need as it practically removes the need for community volunteers to assist with food delivery. We pray for the safety of our fellow Malaysians during this pandemic and hope that the situation will improve in the near future.

Yayasan Hasanah Managing Director, Dato' Shahira Ahmed Bazari.



Beneficiaries are given the freedom of choice as they are able to choose from the various brands available at the retail outlet to suit their needs.



Under the MyKasih post-flood relief programme, recipients are able to choose basic food items as well as other non-food essentials such as kitchenware, electrical appliances, hygiene care products, detergents, schooling necessities, cleaning equipment and basic furniture (storage boxes, bed frames, pillows, blankets and mattresses) that can help them rebuild their disaster-torn homes.

Yayasan Hasanah Provides Relief To 1,043 Families And Students



When schools were closed for physical classroom sessions, the school canteen operators worked with MyKasih to ensure that students still benefitted from nutritious meals at home. A representative from each family would later go to the school to collect the provisions allocated to them.

This 2021 saw the conclusion of a six-month food aid and Back-To-School programme with Khazanah Nasional Berhad and Yayasan Hasanah. In line with Khazanah's focus in investing in the future of Malaysians, Khazanah extended support to provide essential food aid and learning support to 427 families and 616 students from underprivileged and marginalised communities across Malaysia.

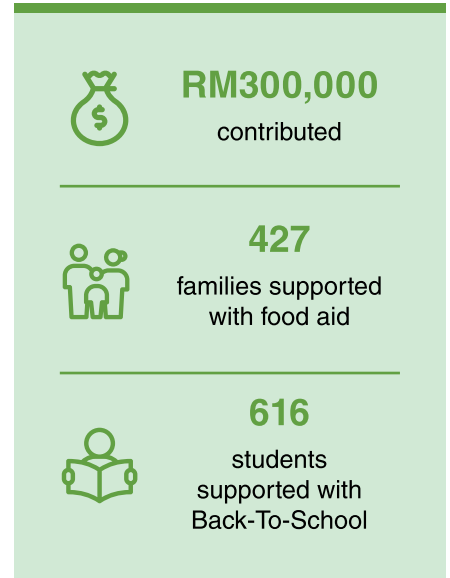
From July to September last year, Yayasan Hasanah and Khazanah Nasional Berhad provided a RM150,000 grant to support families with food aid via MyKasih Foundation. Then in October 2020, Back-To-School support was given to 616 underprivileged students to help them prepare for school. The aid was distributed over a period of three months until December 2020 via the MyKasih 'Love My School' cashless bursary programme. The beneficiaries were identified from eight schools in Johor, Kedah, Kelantan, Kuala Lumpur, Perak and Pahang.

Both initiatives were part of Khazanah and Yayasan Hasanah's effort to lessen the impact COVID-19 has had on Malaysia's B40 families.

"We are grateful to Yayasan Hasanah and Khazanah for their on-going collaboration with us in rendering aid to communities whose livelihoods were and still are, significantly impacted by the COVID-19 pandemic. We will continue to play our role in enabling efficient welfare disbursement to targeted beneficiaries in a safe and cashless manner," said MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat.



Back-To-School kits being distributed to students in preparation for their 2021 academic term.



RM300,000
contributed

427
families supported
with food aid

616
students
supported with
Back-To-School



Teachers and community members working together for the well-being of their students.



Food aid for the community to provide some relief during the restrictive pandemic as many parents were unable to work.

Displaced Workers Aided Via Rotary's 'Sama Bantu'



The Rotary Club of Kuala Lumpur DiRaja (RCKLDR) with the support of the Malaysia Digital Economy Corporation Sdn Bhd (MDEC), Rotary International District 3300 and the Kuala Lumpur Rotary Charity Foundation initiated the SAMABANTU.MY project to assist displaced workers in Malaysia.

SAMABANTU.MY is a web-based platform where financial aid can be channelled from donors to displaced workers in an automated and transparent manner, coupled with crowd verification. Donors can choose to be anonymous, and those who contribute above RM500 are eligible for a tax-exemption receipt from the Kuala Lumpur Rotary Charity Foundation. In addition to collecting funds from various payment methods, the platform also receives and processes applications from displaced workers via self-registration.

SAMABANTU.MY partnered with MyKasih Foundation to distribute aid through the foundation's pioneering MyKad cashless system to successful applicants who meet the eligibility criteria. Approved recipients receive RM100 per week (or RM400 per month) credited into their MyKad account to buy basic food items at designated supermarkets and shops within their neighbourhood.

The SAMABANTU.MY project has since raised more than RM30,000 and is currently supporting 34 displaced workers and their families. The project is expected to run for six months and may be extended if needed and with sufficient funding support.

“

SAMABANTU.MY is a very efficient platform for everyone to contribute. In these extraordinary times, we would like to call everyone who are more fortunate to join us in helping those who are less fortunate, especially in these critical times of need. We hope the public will show their support by donating via the samabantu.my website to help Rotary and MyKasih serve families with immediate needs, whose circumstances turned for the worse due to the pandemic.

Past RCKLDR President, Zed Zariman Zulkifli.

“

Using digital platforms to do good deeds is an important part of the digital economy. SAMABANTU.MY is a project worthy of everyone's support.

MDEC Chief Executive Officer, Puan Surina Shukri.



A Sama Bantu beneficiary paying for her groceries with her MyKad at one of MyKasih's partner retail outlets, Econsave.

ROTARY CLUB

Rotary Club of Kuala Lumpur DiRaja (RCKLDR) is a non-profit organization chartered in 1930 and is one of the oldest and most established clubs of Rotary International in South East Asia. Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations and helps build goodwill and peace in the world.

MDEC

Malaysian Digital Economy Corporation (MDEC) is the digital economy catalyst of Malaysia across the public and private sectors. MDEC leverages its proven track record, industry credibility and experienced leadership to connect, catalyze and commercialize digital initiatives to advance a thriving and sustainable Digital Economy for the country, with diversity and inclusivity at its core.

LINACO deepens CSR footprint in rural Asli communities



The Linaco Group of Companies and their charity arm, The Bountiful Eye Foundation (TBEF) have deepened their CSR footprint this year with the same communities they have been impacting over the years, particularly in rural Orang Asli communities.

Their entry point into assisting rural community learning centres, also referred to as Pusat Didikan Komuniti (PDK) back in 2019 was based on the critical need to address underlying chronic malnutrition amongst children.

Medical teams had earlier highlighted that malnutrition in children is the root cause of Acute Respiratory Disease Syndrome they had had to treat.

In addition to supporting the PDKs via MyKasih's cashless food aid programme, where village coordinators do regular grocery runs and make purchases using their MyKad, a community feeding programme by Ministry of Health is also incorporated to ensure children are adequately nourished.



The Community Feeding Programme by Ministry of Health includes supplies of specially-formulated milk powder, multivitamins and high-calorie biscuits and cookies.



RM1,033,680

contributed



RM450,000

for food aid for 250 families in Johor, Perak, Penang and Selangor



RM223,680

for bursaries for 300 students in 5 primary schools in Kelantan, Selangor and Johor



RM360,000

for education and food for 9 rural Orang Asli community learning centres

“

Sustainability of Orang Asli projects depends highly on the interest and commitment of the communities. Without these, projects are usually hard to carry on as they go against the principle of rights to self-determination.

*Dr Colin Nicholas,
Centre for Orang Asli Concerns.*



In addition to providing supplementary income for the adults, the Orang Asli livelihood programmes also provide healthy, nutritious food for the children.

”

We are grateful to Linaco for the continued support in such critical areas of work addressing health, education and overall community wellbeing for the most marginalised and vulnerable. We are also thankful to the partners working with us on the ground, namely the Indigenous Peoples Network of Malaysia, Center for Orang Asli Concerns, The Bountiful Eye Foundation and JC Inai. We look forward to do more together to meet our common goals and objectives of uplifting communities respectfully.

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

Location of PDKs



9
PDKs
with a total student
population of more than
400

Two of the main criteria before MyKasih's and Linaco's intervention into the communities are that there is strong leadership and community participation in the running of the PDKs (as well as all other social mobility projects in the village) and that the PDKs had already been established by the community themselves prior to external intervention. The latter demonstrates the communities' interest and commitment towards educating their children.

Key Impact Indicators and Outcomes

- Student Attendance in PDKs increased by 13%, ranging between 85% to 91% (unaffected by MCO since PDKs are located within the communities).
- Gerik PDK students are literate (can spell and read) compared to their same-age counterparts in Tabika KEMAS.
- Food Security: 415 PDK students are receiving adequate nutrition, partly via the MyKasih food aid programme and partly supplemented with MOH's Community Feeding programme.
- No more child deaths due to malnutrition.



The PDK's outdoor classroom activities include livelihood skills such as farming and managing field nurseries.



The PDKs have a specially-curated module which focuses on the 5M (Mengira, Mengeja, Membaca, Menulis & Menaakul), i.e. counting, spelling, reading, writing and comprehension.

Since 2016, JC Inai has been working closely with local community members to develop a PDK Management Manual, a PDK Teaching Manual, and the PDK Early Childhood Education Module which comprises of 12 Lesson Plans based on varying monthly themes.

The specially-curated module is now in its final stages for development and will be published in 2022. PDK or Jungle

Schools have now become part of Ministry of Education's (MOE) plan to address gaps in Asli education. Plans are afoot for MOE to formally train and certify local Asli teachers and have them under the Ministry's payroll.

With the positive results seen so far, Linaco and MyKasih will be continuing its support of the PDKs for another year (2022).



A student in PDK Kg. Cunex learning to read and write.

Essentials For MyKasih Communities, Frontliners

Thank You For Your Support!

MyKasih would like to record our sincere appreciation to **Nestlé Malaysia, CARiNG Pharmacy, VitaCoco, Vettons, Giant** and **individual** well-wishers for supporting B40 communities and our front-liners who have been working tirelessly during the COVID-19 Movement Control Order.

Over the period of January and February 2021, MyKasih distributed in-kind donations to communities and front-liners in Selangor, Kuala Lumpur, Johor, Pahang and Penang. Such kind gestures go a long way in providing our beneficiaries and front-liners the assurance that we were thinking of them during these challenging times.

#kitajagakita #MalaysiaPrihatin



VitaCoco's coconut water handed over to the police who work tirelessly throughout the pandemic.



DIALOG's contribution of 70 waterjets and pumps to Majlis Tindakan Sosial Pahang for flood clean-up efforts in Pahang.



IPK Johor and Bukit Aman received 740 cartons of coconut water, while **IPD Petaling Jaya** received 200 cartons of coconut water, courtesy of VitaCoco.



CARiNG Pharmacy donated 95 cartons (4,000 boxes) of facemasks to be distributed to B40 families in six PPRs in the Klang Valley (Batu, Lembah Pantai, Raya Permai (Sg Besi), Bukit Beruntung (Rawang), Setiawangsa and Puchong Perdana).



Nestlé Cares Project provided essential food and beverage items sufficient for 200 families.



In-kind donations from Datuk Ali Abdul Kadir (sardines, noodles, mineral water and flour) were sent to flood-relief centres in Johor (Kahang and Pengerang) and Pahang (Lipis, Maran, Pekan, Temerloh and Kuantan).



DIALOG Group contributed 70 units of water jets or water pumps to Majlis Tindakan Sosial Pahang last weekend to help with the state's clean-up efforts after the floods.



Distribution of facemasks to B40 communities.



Datuk Ali Abdul Kadir and his contributions to flood-affected communities in Pahang and Johor.

Petron Cardholders Donate For Good Cause



Petron Malaysia Head of Retail and Commercial Business, Choong Kum Choy, presenting a Petron goodie bag to one of the beneficiaries.

Petron Malaysia Refining & Marketing Bhd established the “**Petron-MyKasih Jom Derma**” donation programme to give Petron Miles (PMiles) cardholders a chance to donate their points for a good cause.

Throughout the campaign period of 7 May to 31 August 2021, customers with the PMiles loyalty card were given the option of donating their PMiles points which were converted into cash and vested with MyKasih to support B40 families with food aid.

For every 500 PMiles points donated, RM5 was donated to MyKasih. MyKasih then disbursed all cash donations in full to the beneficiaries via their MyKad accounts.

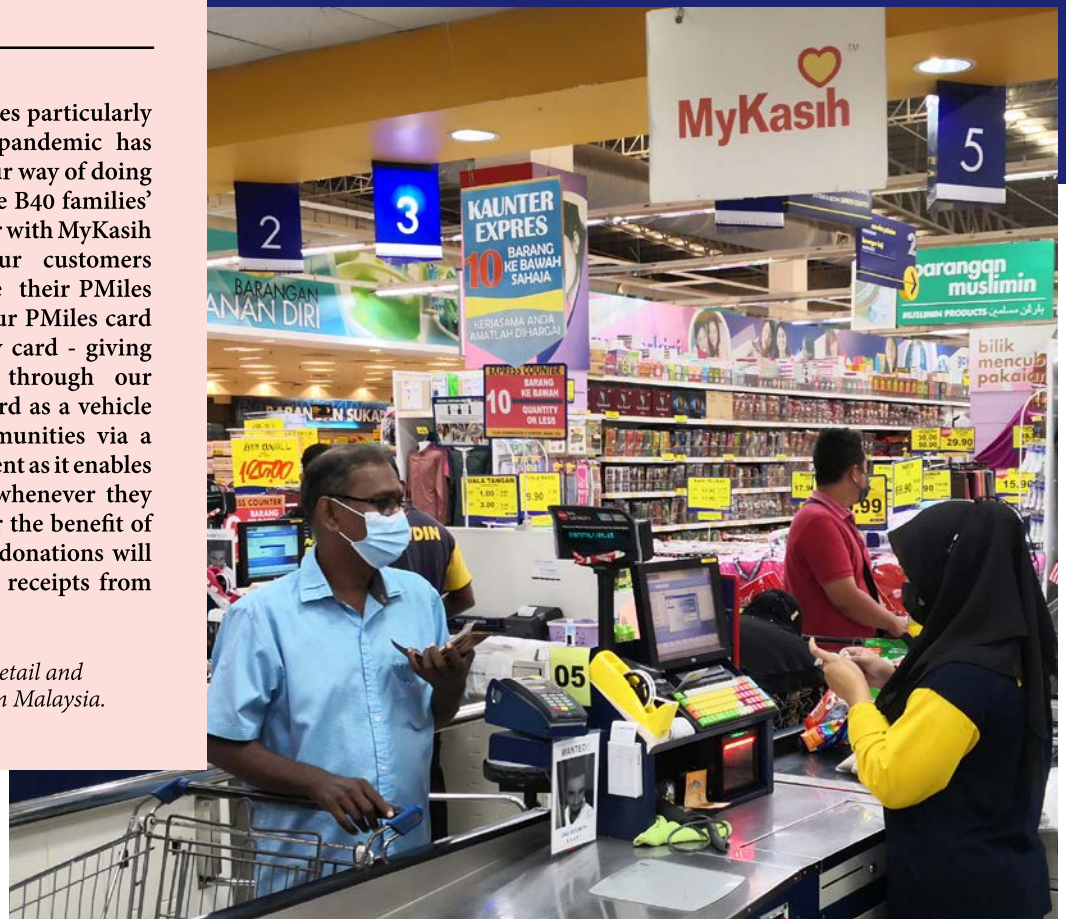
Targeted beneficiaries use their MyKad to purchase approved essential food items at participating retail outlets such as Mydin.

“

Giving back to communities particularly at this time when the pandemic has affected so many lives, is our way of doing what we can to alleviate the B40 families’ hardship. Working together with MyKasih Foundation, we offer our customers the opportunity to donate their PMiles points to those in need. Our PMiles card is more than just a loyalty card - giving a rewarding experience through our partners. Using PMiles card as a vehicle to contribute to the communities via a cashless method is convenient as it enables our customers to donate whenever they are at our stations. And for the benefit of those who contribute, the donations will be issued with tax-exempt receipts from MyKasih.

Choong Kum Choy, Head of Retail and Commercial Business of Petron Malaysia.

Dedicated check-out counters at partner retail outlets are equipped with the card readers and optical scanners to allow programme beneficiaries to pay for their groceries using their MyKad.



Carlsberg And Star Foundation Celebrate CNY With Goodwill



These ladies filled their carts to the brim, thanks to a RM500 ang pao from Star Foundation, courtesy of Carlsberg. They certainly look forward to a joyful Chinese New Year celebration with their loved ones!

Carlsberg Malaysia, in partnership with Star Foundation and MyKasih Foundation, rolled out the 'Celebrate Prosperity, Cheers For Tomorrow' food aid initiative in February 2021 to support 400 families nationwide amid trying times of the COVID-19 pandemic.

RM500 was channelled to each of the 400 recipient families via MyKasih Foundation in time for the Chinese New Year celebration. Among the 400 recipients was Chu, who bought essentials like sugar to make huat kueh for prayers and cooking oil to fry ngaku (arrowhead) chips. The rest of the money was for provisions to keep her family going. Chu bought approved essential items under the food aid programme such as rice, sugar, cooking oil, biscuits, beverages and

eggs using her MyKad at participating retail outlets in her area.

While the food aid campaign focused mainly on underprivileged families, orphans, single-parent families and those with disabled family members, recipients were also selected based on their monthly household income of less than RM2,500.

MyKasih Foundation Chairman, Tan Sri Dr Ngau Boon Keat said, "We are delighted to be able to play a role together with Carlsberg and Star Foundation. A cashless way of delivering welfare allows us to overcome travel restrictions imposed during the pandemic and to safeguard our staff and volunteers against the risk of potential COVID-19 infections".

“

The company is sensitive to the current sentiment and rolled out the 'Celebrate Prosperity, Cheers For Tomorrow' food aid campaign to add some festive cheer for Chinese New Year celebrants and to tide the rest over.

Carlsberg Malaysia Managing Director, Stefano Clini.



RM200,000
contributed



400
families supported
with food aid

“

To rebuild the economy and restore the people's livelihood following the extended movement control restriction would take a whole-of-society effort where everyone plays a part to support one another.

*Star Foundation and Star Media Group Chairman,
Datuk Fu Ah Kiow.*



With the substantial contribution, beneficiaries were able to stock up on essential food items in preparation for the holiday season.



Part of the H2H activities include sharing their hopes and aspirations during these trying times.

Taylor's Community Provides Mental Health Support

Taylor's Community, the CSR platform for Taylor's Education Group, rolled out its 'HERE to HEAR' (H2H) programme in June 2021 in collaboration with MyKasih Foundation.

The initiative aimed to provide mental health support to B40 families affected by stress, emotional fatigue, depression and personal issues during the COVID-19 pandemic.

Taylor's Community reached out to 100 families from four low-cost flats in the Klang Valley. Over the course of two weeks, these families participated in online group sessions with four certified psychologists and a series of family-bonding activities.

A post-programme survey showed that the participants gained awareness on emotional wellbeing, learned the importance of family bonding, and experienced heightened self-awareness, confidence and hope for a better future.

Additional relief was provided by MyKasih donors to the 100 families. SC Johnson contributed RM100 worth of cashless aid via recipients' MyKad, while Vettons and Giant delivered care packages worth RM50 and RM30 respectively to each family. The care packages included canned food, rice, seasoning, liquid soap, hand sanitisers, as well as fresh produce such as chicken and vegetables.



RM18,000

contributed



100

families given mental health support



1 in every 2 Malaysians go through mental health issues during a pandemic, with the B40 group accounting for the highest number of depression cases. We wanted to do our part to help this community and we are thankful to MyKasih and its donors for supporting our efforts by providing these families with food aid and basic necessities, which is really needed during this lockdown.

Taylor's Education Group Communications and Corporate Social Responsibility Manager, May Wong Mei Ching.



Family members list down each other's positive attributes to encourage and support each other.

MAKE A DIFFERENCE

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



VOLUNTEERS

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



CORPORATES

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



INDIVIDUALS

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



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

Donations can be made via the following channels.



CHEQUE

Payable to **“MyKasih Foundation”** to:

MyKasih Foundation
DIALOG TOWER, No. 15, Jalan PJU 7/5,
Mutiara Damansara, 47810 Petaling Jaya,
Selangor Darul Ehsan, Malaysia.

Please provide the following particulars on the reverse side of your cheque.

Individual Donor

Full Name, I/C or Passport Number, mailing address, email address and contact number.

Corporate Donor

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



TELEGRAPH TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address No.	30, 32 & 34, Jalan SS2/61, 47300, Petaling Jaya, Selangor Darul Ehsan.



CREDIT CARD

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

www.mykasih.com

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

For further information, please contact us at info@mykasih.com or +603 7720 1888.

MyKasih Foundation would like to acknowledge its donors & partners

Donors

- Agility Logistics
- Alliance Bank
- Ambank Group
- BDO Malaysia
- BHPetrol
- British American Tobacco Foundation
- Bursa Malaysia
- Carlsberg
- Cenviro Sdn Bhd
- Chevron Malaysia
- CIMB Foundation
- CLSA Chairman's Trust
- ConocoPhillips Malaysia
- DIALOG Group Berhad
- ECONSAVE
- Ferrari Owners Club Malaysia
- GCH Retail (Malaysia) Sdn Bhd (Giant)
- Halliburton Energy Services
- Hess Exploration and Production Malaysia B.V
- Heineken Malaysia
- Hong Leong Foundation
- HSBC Malaysia
- JT International Berhad
- Kajang Rocks Group
- Kertih Terminals
- Khazanah Nasional Berhad
- Linaco Manufacturing (M) Sdn Bhd
- Linde Malaysia
- Malaysia Quarries Association Sg KL
- Mah Sing Foundation
- Manulife Holdings Berhad
- Michelle Symphony
- Mitsubishi Corporation
- Mubadala Petroleum
- Murphy Sarawak Oil
- Mydin Mohamed Holdings Berhad
- New World Mart
- PADINI Group
- Pengerang Independent Terminals Sdn Bhd
- Perisai Petroleum Teknologi Bhd
- Petron Malaysia
- PETRONAS
- PETRONITA
- Program Pertukaran Fellowship
- Perdana Menteri Malaysia (PROGRAM)
- Quill Capita Trust
- Roc Oil
- Rotary Club
- Rotary International 3310
- Sapura Energy Berhad
- SC Johnson
- Shell Malaysia
- Shopee Malaysia
- Sime Darby
- SP Setia Foundation
- Symphony Life Berhad
- Tanjung Langsat Terminals
- The Malaysian Indian Transformation Unit (MITRA)
- TNT Express Worldwide
- Western Digital Corporation
- Yayasan Hasanah
- Yayasan Pasir Gudang
- Yayasan Petronas
- 99 Speedmart

Government Ministries & Agencies

- Central Bank of Malaysia
- Economic Planning Unit, Prime Minister's Department
- Economic Planning Unit, Johor State
- Implementation & Coordination Unit Prime Minister's Department
- Multimedia Development Corporation
- Malaysia Ministry of Education
- Malaysia Ministry of Health
- Malaysia Ministry of Home Affairs
- Malaysia Ministry of Urban Wellbeing, Housing and Local Government
- Malaysia Ministry of Women, Family and Community Development
- National Population and Family Development Board
- Performance Management Delivery Unit, Prime Minister's Department
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government

Education & Training

- Agensi Kounseling dan Pengurusan
- Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- Kolej Komuniti Miri
- Lifeworks Sdn Bhd
- Malaysian CARE
- Monash University Volunteers Programme
- National Population and Family Development Board
- People Systems Consultancy
- Pertubuhan Komuniti Kasih Selangor
- Universiti Tun Abdul Razak (UniRAZAK)
- SOLS 24/7
- The Indigenous Peoples Network of Malaysia (JAOS)

Partner Retail Stores

- AEON
- Boulevard Hypermarket (Sarawak)
- CKS Supermarket (Sabah)
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- Lotus Stores (formerly TESCO)
- Metamorf Supermarket (Klang Valley) Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Pasaraya Aktif
- Pasaraya Bilal (Kelantan)
- Pasaraya Ong Tai Kim (Klang Valley)
- TF Value Mart
- The Store (nationwide)
- 99 Speedmart

NGOs

- Center for Orang Asli Concerns (COAC)
- House of Hope (Penang)
- Kassim Chin Humanity Foundation
- Lions Club International (nationwide)
- Miri Dayak Association
- PACOS Trust
- PDK (nationwide)
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- Pertubuhan Ehsan Penyayang
- Pertubuhan Komuniti Kasih Selangor
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- The Indigenous Peoples Network of Malaysia (JOAS)
- Yayasan Pasir Gudang
- Yayasan Pengerang
- Yayasan Muafakat Pontian

CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



Food Aid & Household Items



Student Bursary



Utility Bills

MyKasih TM



Medical



Public Transport



Fuel

Multiple schemes on a single platform