

# CIMB Foundation brings festive cheer to the needy

**C**IMB Foundation spread some festive cheer recently by visiting Pusat Jagaan Husna Arrashid, a home for the elderly in Kuala Lumpur, and two homes for orphans and underprivileged children, namely Pertubuhan Kanak-Kanak Insan Istimewa Cemerlang and Rumah Amal Limpahan Kasih located in Rawang and Puchong respectively to provide Raya goodies, care packs and baju raya.

The two-day CSR initiative saw CIMB Foundation handing out kuih raya hampers, care packs comprising supplements, face masks and sanitisers, as well as a RM5,000 voucher for grocery purchases over the course of five months to Pusat Jagaan Husna Arrashid. During the foundation's visits to the two orphanages the next day, representatives presented new sets of baju raya to 220 children. The children also received duit raya and packs of kuih raya.

Earlier this week, the CIMB-MyKasih cashless food aid programme in Sabah and Sarawak also kicked off in collaboration with MyKasih Foundation. The programme enables 500 families from the B40 group to purchase a total of RM100,000 worth of provisions using their MyKad at selected retail outlets for the upcoming Hari Raya, Hari Gawai and Kaamatan celebrations.

CIMB Foundation CEO Datuk Hamidah Naziadin, said: "On top of our Covid-19 support initiatives, CIMB Foundation is happy to spread some festive cheer

» The foundation provided goodies and care packs to homes and B40 families for the festive celebration



Hamidah (second from right) during a presentation of baju raya, duit raya, and packs of kuih raya to the 120 children of Rumah Amal Limpahan Kasih in Puchong for the Hari Raya celebration.

to the less fortunate by providing them with basic supplies and festive goodies. This is in line with the Foundation's focus area of Community Development, one of our three pillars.

"While the festivities may not feel the same

this year, we hope our contributions will play a part in making their celebrations feel special. We wish them, and all who are celebrating, a wonderful Hari Raya, Hari Gawai, and Kaamatan."

