



MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 16 | June 2016



Helping Hands
SapuraKencana Petroleum volunteers reach out to the Jahai tribe of the Belum Forest.



Giving Choices

Halliburton employees do good for local charities.

Full story on page 8



EDITORIAL COMMITTEE

Editor-in-Chief : Jeffrey Perera
 Senior Editor : Shafinaz Suhaimi
 Editorial Team : Aliza Haryati Khalid,
 Karina Mohamed Kamal,
 Nurul Izzah Izuddin Husaini,
 Tay Thien Luh, Siti Katijah.

PRINTERS

Sincere Service Centre Sdn. Bhd.
 67-4, Wisma Ann Koai, Jalan Ampang,
 50450 Kuala Lumpur, Wilayah Persekutuan.
 Tel: +603-2070 4331, +603-2078 3702
 Fax: +603-2031 3273

CONTRIBUTION AND FEEDBACK

The Editorial Committee welcomes any contribution or articles / feedback from all staff of MyKasih Foundation and its donors and support partners. Please forward the articles / feedback to:-

MyKasih Foundation

DIALOG TOWER, No. 15,
 Jalan PJU 7/5, Mutiara Damansara,
 47810 Petaling Jaya,
 Selangor Darul Ehsan,
 Malaysia.
 Email: info@mykasih.com
 Tel : +603 7720 1888
 Fax : +603 7725 1484

All rights reserved. No part of this newsletter may be reproduced in any form or by any means without written permission from the Editorial Committee.

Contents

Chairman's message	1
Overview of MyKasih	2
Board of Trustees	4
MyKasih Today	5
Launches	6-9
<ul style="list-style-type: none"> • <i>Kajang Rocks Group alleviates hunger for 100 families in Kajang.</i> • <i>Halliburton Employees Raise RM 68,336 For Local Charities</i> • <i>Giant brings economic and community development to Setapak</i> 	
Programmes & Activities	10-26
<ul style="list-style-type: none"> • <i>Pengerang Health Carnival</i> • <i>DIALOG: Into The Woods charity musical</i> • <i>SapuraKencana Petroleum Berhad: Helping Hands</i> • <i>Ola Bola - An evening with the MyKasih Co-Founders</i> • <i>DIALOG: Motivating the young to excel as all-rounders</i> • <i>Kidzania mania for MyKasih kids!</i> • <i>MAD Programme - Power to the people</i> • <i>Sodexo holds Servathon for MyKasih beneficiaries</i> 	
Personality Feature	24-25
<ul style="list-style-type: none"> • <i>Masni - A lady of many talents</i> 	
MyKasih Charity Golf 2016	27
Make a difference	28
Donors & Partners	29



CHAIRMAN'S MESSAGE



Dear Friends,

In this quarterly issue, we highlight the assistance channelled to the Orang Asli in both urban and rural communities near and far; from the Temuan community which is near to the MyKasih office in Mutiara Damansara, Selangor to the Jahai community of Sungai Kejar in Gerik, Perak, located deep in the Belum Forest just a few kilometres shy of the Malaysia-Thailand border.

We are pleased to record that despite challenging times, charitable givings have continued to flow through us to help families put food on the table. I am particularly humbled by the contributions from Halliburton staff, who dug into their pockets to render food aid to Orang Asli families in Bentong, Pahang.

I would also like to take this opportunity to welcome a new corporate donor, Kajang Rocks Group, who is aiding 100 families in Kajang, Selangor. At the same time, we offer our heartfelt gratitude to our existing donors who continue to support communities through MyKasih.

To-date, MyKasih has channelled almost RM 170 million to 230,000 households burdened with making ends meet. The beneficiaries include 10,000 students in primary and secondary schools.

I cannot emphasise enough that nutrition is crucial for the children's brain development, particularly during the first six years of their lives. Healthy eating not only supports growth, it has been linked to learning and school-readiness. These early years shape the children's future health, happiness, growth, development and learning achievement at school, in the family and community, and in life in general.

It is with this rationale that MyKasih hopes for donors' continued support to carve our footprint in building community resilience – by way of aid for food security and education for economically-challenged families. This includes other programmes aimed at cultivating the spirit of entrepreneurship - giving beneficiaries the opportunity to stand solidly on their own two feet. This month, 77 MyKasih participants graduated from the M.A.D entrepreneurship programme, joining an alumnus of 2,365 others who have completed the same since 2012.

Recently, I hosted a screening of the movie 'Ola Bola' at the DIALOG Tower Auditorium for the students of Sekolah Kebangsaan Bukit Lanjan (Asli), a school which DIALOG has been supporting for three years through the 'Love My School' bursary scheme. All of us enjoyed the heart-warming movie about a Malaysian football team overcoming their differences and personal struggles for a chance at international success. We hope we have inspired the students to remain positive in overcoming life's struggles.

The impact of the community service we do may not be evident immediately, but perhaps in the future. My wife and I thank you from the bottom of our hearts for your support and faith in MyKasih Foundation.

TAN SRI DR NGAU BOON KEAT
Chairman and Co-Founder

Overview of MyKasih

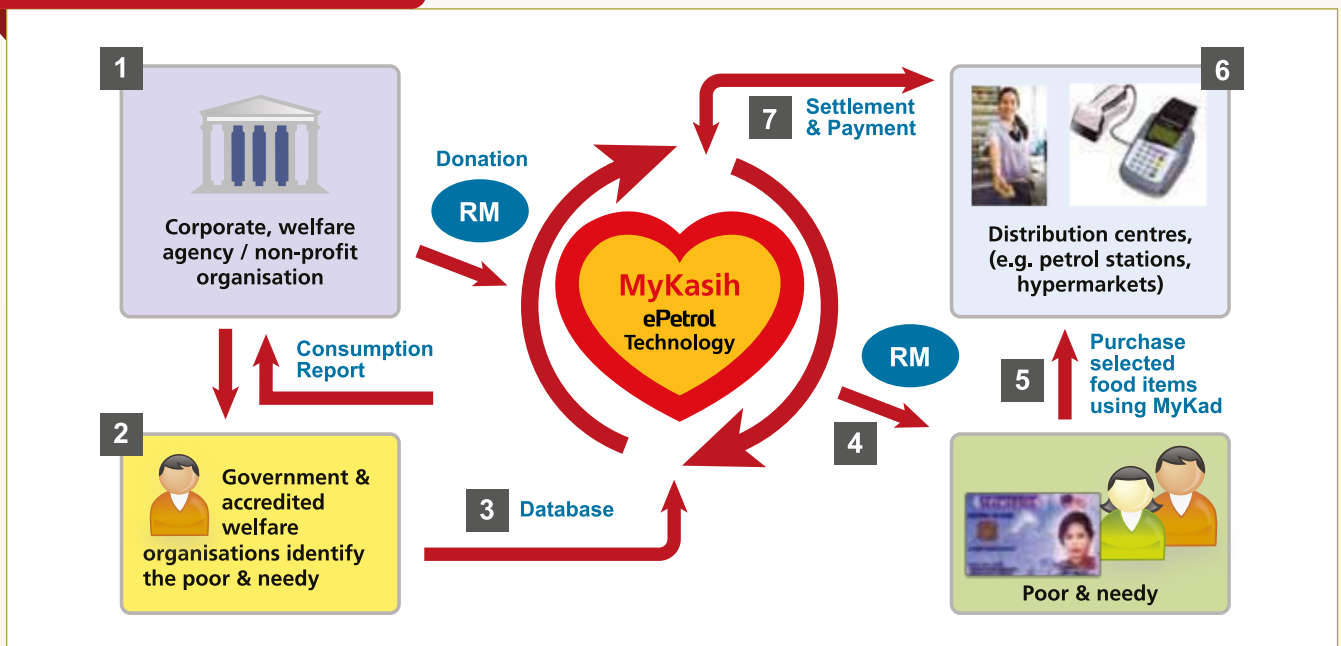
Revolutionising charity through a systemised welfare management solution using MyKad



Established in April 2009, MyKasih Foundation is a charity organisation founded by Dialog Group'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.

The uniqueness of the MyKasih programme compared to other non-profit organisations doing food aid is in the former's technological edge in driving welfare 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 ePetrol Services Sdn Bhd, a subsidiary of Dialog Group Berhad. The system uses the chip technology of the Malaysian identity card, the MyKad, to disburse welfare aid to target beneficiaries.

How MyKasih Works



- 1 Donors or welfare agencies select preferred locations to adopt families under the MyKasih 'Love My Neighbourhood' food aid programme for a minimum of one year.
- 2 Welfare agencies and/or non-governmental organisations help identify and select needy families based on criteria to assess the eligibility of potential recipients, such as monthly combined household income, number of household members, age, etc. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- 3 Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- 4 RM 40 is deposited into the recipient's MyKad account twice a month.
- 5 Recipients shop for essential goods from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages.
- 6 Recipients use their MyKad to pay with a limit of RM 80 a month. To guard against abuse, a unique bar-code scanning process at the point-of-sale ensures that only approved selected basic food items are purchased. To activate the payment transaction using the MyKad, recipients are required to key in a personalised 6-digit PIN. Upon a successful transaction, a receipt is generated which informs the recipient of his/her available balance for the next purchase.
- 7 ePetrol then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



MyKasih 'Love My School' Bursary Programme

Similarly, student beneficiaries under the MyKasih 'Love My School' student bursary programme use their MyKasih student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit www.mykasih.com.my.



1 Student selects food



2 Student presents MyKasih Card & keys in 4-digit PIN



3 Student keeps receipt to track expenses



- Donors select schools which they would like to adopt under the MyKasih 'Love My School' Bursary Programme.
- Selected schools will identify underprivileged students using qualitative and quantitative criteria to assess their eligibility. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- An account will be opened against selected students' MyKad into which a spending allowance of RM 30-40 will be deposited twice a month.
- Students shop for books and stationary items at the school bookstore or food items at the school canteen, and pay for their purchases using the MyKasih student smartcard.
- All students under the bursary programme are subjected to mid-term reviews of their academic progress in order to stay on the programme.
- ePetrol administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



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



HO KAY TAT



SENATOR DR
CHRISTOPHER JOHN BACK



PUAN SITI KHAIRON
BINTI SHARIFF

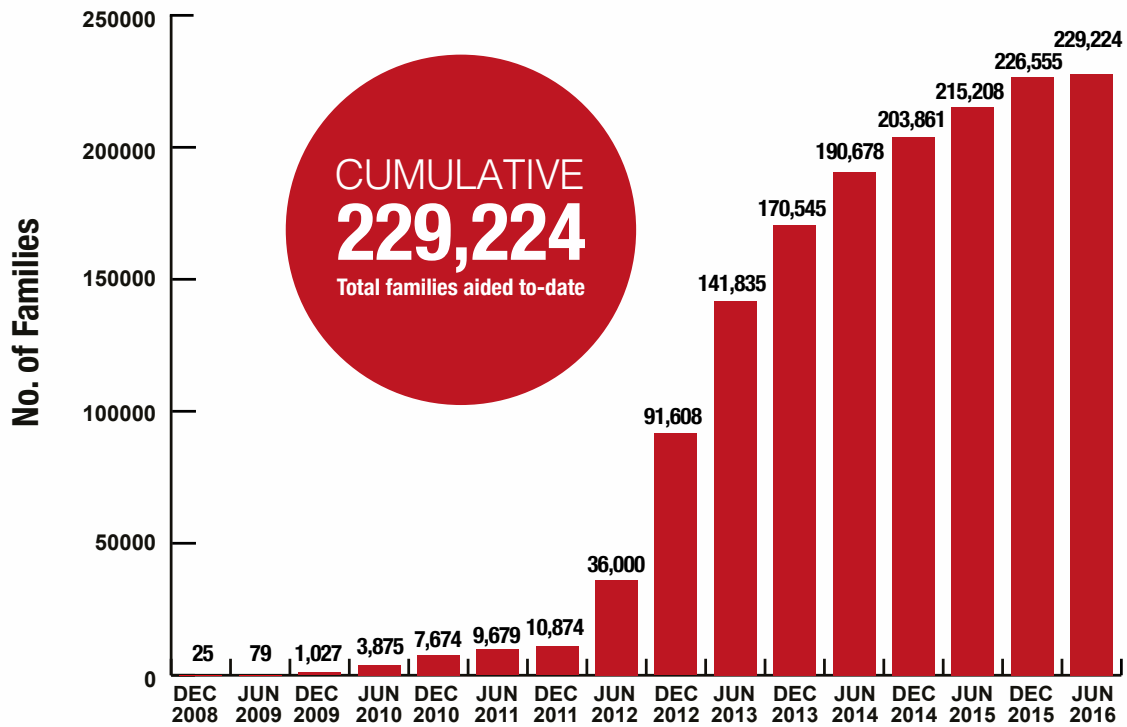


DATUK YAACOB
BIN MD AMIN

creating
loving and caring neighbourhoods
all around the world through
food aid and education

MyKasih Today

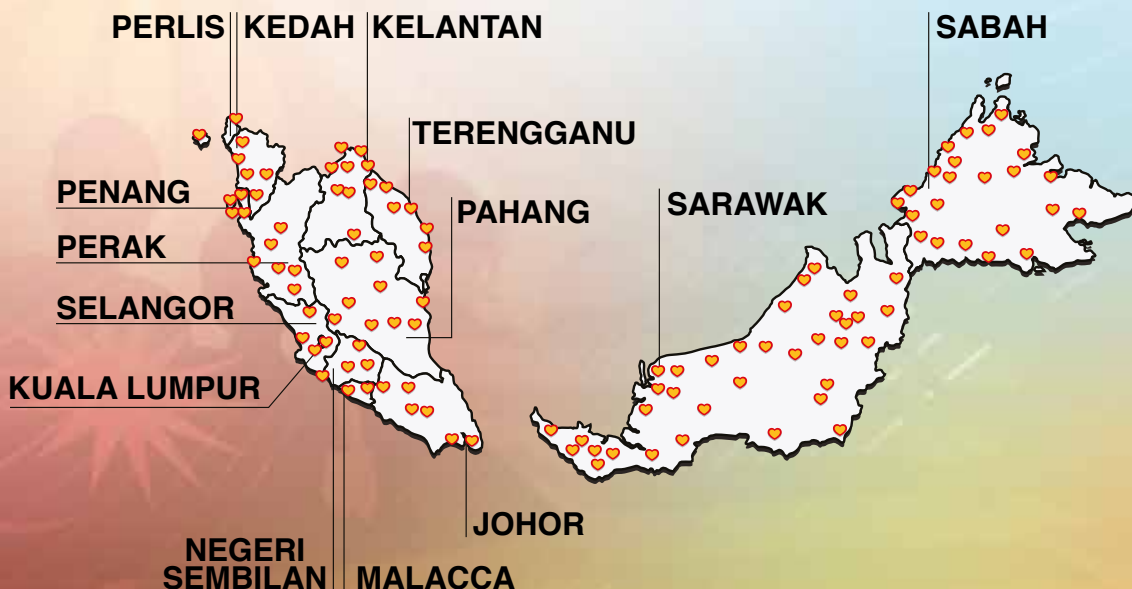
MyKasih Foundation started with a pilot project involving 25 families back in December 2008 and to-date, it has reached out to **229,224 families** in over 400 locations all over Malaysia, out of which, 10,000 are primary and secondary student beneficiaries under the MyKasih 'Love My School' bursary programme.



Recently, the scope of the MyKasih system has been expanded beyond food aid and student bursaries to also include cashless payments for fuel, medical treatments and public transportation. Essentially, the MyKad account becomes the one main subsidy account 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, as well as Lembaga Zakat Selangor and Majlis Agama Islam Melaka, have been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.

Locations of MyKasih Aid Recipients



Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - June 2016

LAUNCHES



KAJANG ROCKS GROUP

KAJANG ROCKS GROUP

Alleviates hunger for 100 families in Kajang.



Kajang Rocks Premix Sdn Bhd's Executive Director, David Liew (left) presenting the cheque contribution to MyKasih Foundation, represented by Managing Director, Jeffrey Perera (right), witnessed by Kajang Rocks Group Managing Director, Lewis Liew (centre).

A 36-year old mother cradles her 5-month old son as she queues at a hypermarket's cashier counter to pay for the infant milk formula she held in her other hand. Her 10-year old daughter was standing beside her, carrying a basket of other food items they had selected. "I hope I can pay for these using my MyKad," said Koay Siew Heng timidly.

When her husband abandoned her soon after her youngest child was born, Koay struggled to feed her family. "I am thankful that I have caring neighbours who help me with the children and running errands," said Koay, who is currently unable to work and is therefore entirely dependent on welfare.

Koay and 99 other economically-challenged families in Kajang are now recipients of a monthly food aid programme sponsored by Kajang Rocks Group. On 2 April 2016, the company launched their community initiative at Giant Hypermarket Kajang under the MyKasih 'Love My Neighbourhood' programme banner.

Prior to the cheque presentation to MyKasih Foundation, Kajang Rocks Group Managing Director, Lewis Liew introduced the company to the beneficiaries in attendance. Accompanying him that day were Kajang Rocks Premix Sdn Bhd's Executive Director, David Liew Kajang Rocks Premix Sdn Bhd's Chief Executive Officer, MC Chong, as well as the staff of Kajang Rocks Group.

After presenting the cheque to MyKasih Foundation, the Kajang Rocks team proceeded to observe the food aid programme briefing and met with the beneficiaries.

When Koay finally approached the cashier to pay for the foodstuff, she handed her MyKad and watched closely as the items were barcode-scanned. The cashier then held the MyKad card-reader towards Koay, to which she keyed in her 6-digit PIN. A receipt was immediately churned out in a matter of seconds and Koay was handed back her MyKad along with her bag of groceries, including the milk formula for her son.

The cashier informed Koay that she could return anytime to spend the available balance in her MyKad account. Her smile was gratitude enough for the kind sponsor who has helped put food on the table for her family.

MyKasih Foundation Managing Director, Jeffrey Perera thanked Kajang Rocks Group for their philanthropic deed.

"Without your generous contribution, the immediate needs of these people and the children here today could not have been sufficiently met. We thank you from the bottom of our hearts for your sensitivity towards the plight of those in need," said Perera.



Kajang Rocks Premix Sdn Bhd's Executive Director, David Liew (second from right) and his team being briefed on various aspects of the food aid programme.



Jeffrey Perera explaining to Lewis Liew how the purchase transaction works using the ePetrol system while a recipient makes his purchase.



David Liew assisting a cashier to pack items bought by a recipient.



Happy faces! David Liew posing with an aid recipient after her first purchase using her MyKad.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - June 2016

LAUNCHES

HALLIBURTON EMPLOYEES RAISE RM 68,336 FOR LOCAL CHARITIES



Halliburton Region Vice President for Asia-Pacific, Rao Abdullah, with MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat during a cheque presentation ceremony on 22 April 2016. A further contribution of RM 20,000 from senior management staff of Halliburton and RM 32,479.60 from Tan Sri Dr Ngau Boon Keat brought the total contribution to RM 85,000.

Despite the challenging times, staff of Halliburton Energy Services (M) Sdn Bhd ('Halliburton') continue to display acts of kindness and generosity by raising RM 52,520.40 through the company's annual workplace giving programme, 'Giving Choices', for local charities.

At the cheque presentation ceremony on 22 April at Halliburton's head office in Kuala Lumpur, MyKasih received a contribution of RM 52,520.40. Touched by the gesture of the Halliburton staff, MyKasih Chairman and Co-founder made a personal donation of RM 32,479.60 to round off the sum raised to a total of RM 85,000. Mercy Malaysia and MAKNA were also present at the ceremony to receive their cheques of RM 7,749.50 and RM 12,919.50 respectively.

In his speech, Halliburton's Region Vice President Asia Pacific, Rao Abdullah said, "We would like to inculcate a culture of charitable giving amongst our staff. We are extremely proud of our employees who collectively raised a meaningful sum of RM 68,336, which we hope will make a positive difference to the lives of people being served through these three humanitarian organisations."

The total contribution of RM 85,000 to MyKasih Foundation will be used to support Orang Asli families under a year-long food aid programme.

"Our employees chose to contribute to MyKasih Foundation because we know that the donated monies will be channelled directly to targeted recipients via their MyKad. This level of transparency gives us the assurance that our funds are used for its intended purpose by rightful aid recipients," added Rao.

Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat said, "I grew up having experienced hunger, but we survived because of the kindness of our neighbours. It was this lifesaving childhood memory that led me to set up MyKasih Foundation seven years ago. The foundation's mission is straightforward – which is to meet the immediate needs of families by ensuring that there is food on the table."

Last year, Halliburton employees raised RM 71,500 for MyKasih Foundation to reach out to flood-affected families in Kelantan. The families were given a special one-off allowance of RM 250 through their MyKad to purchase food as well as basic household appliances. The initiative was part of MyKasih's post-flood relief efforts to help low income households cope with having to rebuild their lives after the devastation of the floods.

Q2

MyKasih

'Love My Neighbourhood'

Programme Launch, April - June 2016

LAUNCHES



BRINGS ECONOMIC AND COMMUNITY DEVELOPMENT TO SETAPAK

Opens iconic hypermarket in Setapak and gives back to the community through MyKasih

On 9 May 2016, GCH Retail (Malaysia) Sdn Bhd's Regional Director for Malaysia and Brunei, Dato' Tim Ashdown, presented a cheque contribution of RM 50,000 to its long-time community partner, MyKasih Foundation.

The contribution was made in conjunction with the opening of Giant's new hypermarket in Setapak, which was officiated by Malaysian Minister of Domestic Trade, Cooperatives and Consumerism (MDTCC), Yang Berhormat Dato' Seri Hamzah bin Zainudin. Others present that day included the Ministry's Secretary General, Dato' Sri Jamil bin Salleh, and representatives from small and medium-sized enterprises (SMEs).

In his speech, Dato' Tim Ashdown said, "We believe in supporting the community where we operate. In line with our Giant 'Love My Community' corporate responsibility initiative, I am proud to announce that through our long-serving community partner, MyKasih Foundation, we will be supporting 52 families in Setapak under a one-year cashless food aid programme."

Giant was the first hypermarket chain in Malaysia to support the MyKasih food aid programme, starting with its Bandar Kinrara outlet in Puchong back in July 2009. To-date, 73 Giant outlets serve MyKasih beneficiaries nationwide, including Giant's newly opened hypermarket in Kangar, Perlis.

In thanking Giant for their continued support, MyKasih Foundation's Managing Director, Jeffrey Perera said, "We are deeply grateful for Giant's sponsorship of underprivileged families. Standing testament to its role as a corporate citizen that is sensitive to the needs of the community, Giant not only offers competitively low prices for its goods, it also offers job training and placements to those interested."

"Without dedicated retail partners like Giant, MyKasih Foundation would not have been able to execute the technology-driven food aid programme and touch the lives of almost 230,000 households in Malaysia to-date," added Perera.



In conjunction with the opening of Giant Hypermarket Setapak in Kuala Lumpur on 9 May 2016, Dato' Tim Ashdown (far left) presented a cheque contribution to MyKasih Foundation, represented by Jeffrey Perera (second from right). The cheque presentation was witnessed by MDTCC Minister, Yang Berhormat Dato' Seri Hamzah bin Zainudin (second from left). Also present was MDTCC's Secretary General, Yang Berbahagia Dato' Sri Jamil bin Salleh (far right).

Pengerang Health Carnival

MyKasih beneficiaries receive free health checks during PITSB's community outreach activity.



Pengerang folks from all walks of life getting free health checks offered by the Ministry of Health's community clinic.

On 21 May 2016, close to 250 families attended a health carnival held at the SJK (C) Yok Poon primary school in Pengerang, Johor. The health carnival forms part of Pengerang Independent Terminals Sdn Bhd's (PITSB) community outreach and employee engagement programme for the beneficiaries it has been supporting through MyKasih Foundation.

The health carnival was officiated by State Assemblyman for Tanjung Surat, Pengerang, Yang Berhormat Datuk Syed Sis bin Abdul Rahman. In his speech, YB Datuk Syed Sis recognised the concerted efforts of PITSB, MyKasih Foundation, and various community partners to help improve the quality of life of the people of Pengerang.

The carnival's health screening activities included general checks on blood pressure and blood sugar levels, monitoring of body mass index (BMI), dental checks, and pap smear tests. These were carried out by medical officers from the local community clinics and dental clinics under the Ministry of Health. There was also an informative booth on dengue.

Ten volunteers from PITSB and Pengerang Marine Operations Sdn Bhd (PMOSB) joined hands with MyKasih Foundation that Saturday morning to ensure the smooth-running of the carnival – from registration to ushering the attendees between the various screening stations.

Fun activities for the children include colouring contests, energy-zapping games and dance exercise routines, as well as a magic tricks performance. The half-day event concluded with lunch and distribution of goodie bags sponsored by imCoop supermarket.

In a joint venture between Dialog Group Berhad, Royal Vopak, and the State Secretary of Johor, PITSB first reached out to support 100 families in Pengerang in 2012 via the monthly cashless MyKasih 'Love My Neighbourhood' food aid and MyKasih 'Love My School' student bursary programme. To-date, the programme has been extended to more than 1,015 Pengerang families - including primary and secondary students from SJK (C) Yok Poon and SMK Tanjung Datuk.



Free health checks included blood glucose and blood pressure tests, as well as body mass index monitoring.



An elderly man getting his body mass index (BMI) measured by an experienced medical officer.



A mobile dental clinic was made available by the Ministry of Health to provide free dental checks and basic scaling treatments.



A beneficiary undergoing a scaling treatment in the mobile dental clinic.



The students learning about dengue and the lifecycle of the Aedes mosquito, carrier of the dengue virus. Peering into the microscope, the students got a glimpse of an Aedes mosquito larva, a living specimen obtained from the school compound.



A PITSB volunteer giving away goodie bags to an elderly beneficiary.



Balloons and sand art are always children's favourites!



The balloon clown entertaining the children and Roger Rabbit dancing away with the children.



A student doing a great job during the colouring competition.



Winners of the colouring competition posing for a group photo.

DIALOG INTO THE WOODS

An enchanting musical theatre performance in aid of MyKasih Foundation



Dialog Group Berhad's Executive Chairman, Tan Sri Dr Ngau Boon Keat presenting a flower bouquet to an elated Nikki Palikat during curtain call, while Ali Zakri (far left), a tickled Puan Sri Jean Ngau (second from left), Ida Mariana (fourth from left) and Peter Ong (far right) look on.

On Friday 13 May 2016, guests at the Kuash Theatre in Taman Tun Dr Ismail, Selangor, were spellbound by a musical performed by some of Malaysian theatre's best talents. The show that evening was sponsored by Dialog Group Berhad (DIALOG) in support of the MyKasih Foundation's Orang Asli Children's Education Fund.

'Into The Woods', a worldwide hit musical written by celebrated composer and lyricist Stephen Sondheim, brought to life favourite fairy tales such as Cinderella, Little Red Riding Hood, Rapunzel, and Jack and the Beanstalk, with a dark yet humourous twist. The all-star cast included Ali Zakri, Nikki Palikat, Peter Ong, Ida Mariana, Ashley Chan, Joshua Gui, Alesia Dhana, and many more.

DIALOG Executive Chairman, Tan Sri Dr Ngau Boon Keat, who is also the Chairman and Co-Founder of MyKasih Foundation, expressed his appreciation to the guests for supporting the charity which he had set up seven years ago together with his wife.

"My wife and I would like to thank you for supporting MyKasih Foundation and performing arts tonight. The RM 22,000 raised from tonight's ticket sales will go directly to the Orang Asli Children's Education Fund to feed and educate indigenous children," said Tan Sri Dr Ngau.

In acknowledging PAN Productions, Tan Sri Dr Ngau added, "Under the leadership of extremely talented individuals - Nell Ng, Ali Zakri and Peter Ong, PAN Productions have worked tirelessly with their crew to give us an unforgettable experience this evening. I am certain that you have enjoyed the musical and acquired a renewed sense of appreciation for the local talent that Malaysia is truly blessed with."

The musical successfully combined haunting melodies with witty truths to remind audiences to be careful what they wish for. For MyKasih Foundation, that wish is for children to have access to education and an opportunity to achieve a brighter future.



Above and below: The stellar performance was mesmerising.





HELPING HANDS

SapuraKencana Petroleum Berhad volunteers go deep into Perak's Royal Belum State Park to meet with the Jahai indigenous tribe.



Farewell photo at the last of the four Jahai hamlets in Sungai Kejar, a community located in the Belum Forest of Perak, which the SapuraKencana Petroleum Berhad volunteers visited on 7 May 2016.

On 7 May 2016, 85 Jahai families from Sungai Kejar – an Orang Asli community located deep in Perak's Belum Forest (Royal Belum State Park), did their first groceries shopping at TF Value Mart in Gerik town as beneficiaries of the MyKasih food aid programme sponsored by SapuraKencana Petroleum Berhad (SKPB).

When a mysterious illness affecting the Jahai Orang Asli children in Sungai Kejar made the news in November 2015, it sparked concern from caring citizens who were alarmed by the dire situation of malnourishment and weakened immune system facing the children of the impoverished community.

SKPB responded to their plight by channelling RM 72,520 through the MyKasih food aid programme to provide basic nutrition and temporary relief to the 85 Jahai families for a period of one year.

Ten employee volunteers from SKPB were all hands on deck that day at TF Value Mart - helping the Jahais with their groceries, having lunch together with them, and later taking a boat journey back into their village.

Just six kilometres from the border of Thailand, there are four distinct hamlets of Sungai Kejar, accessible via a one-hour boat ride from Gerik's Tasik Banding jetty. The volunteers made the best of the remaining three hours of daylight and visited all four hamlets. They were able to meet with the Jahai families whose lives they have touched.

Sharing his experience of meeting with the Jahai people, SKPB Volunteer Team Leader, Logachandaran Loganathan said, "It is indeed a privilege for us to be welcomed by the community. Observing the food items they purchased at the store, and seeing where they live deep in the forest, puts a lot of things into perspective. We are humbled by their warmth and openness; despite the adversities they face daily."



Above and below: SKPB volunteers were all hands on deck that day, doing the registration of the beneficiaries and listening to the briefing on the mechanics of the cashless food aid programme by MyKasih staff, Wan Azamrin.





SKPB volunteers helping beneficiaries with their groceries after the one-hour boat ride to their village.



At the cooking oil aisle, an SKPB volunteer helps the Jahai men tabulate the total cost of items in their shopping cart, based on the allowance available that day.



Beverage options range from a variety of infant milk powder (left) to coffee and tea (right). SKPB volunteers assisting the beneficiaries to identify the approved items under the food aid programme. MyKasih labels on the shelves make for easy identification.



Beneficiaries queuing up at the designated cashier counter to pay for their groceries using their MyKad.

AN EVENING WITH THE MyKasih CO-FOUNDERS

Ola Bola movie screening for the students of SK Bukit Lanjan (Asli)



Happy faces! MyKasih Co-Founders and Sekolah Kebangsaan Bukit Lanjan teachers posing with the excited students.

Co-Founders of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat and his wife Puan Sri Jean, spent the evening of 21 April with the students and teachers of Sekolah Kebangsaan Bukit Lanjan (Asli), a school Dialog Group Berhad ('DIALOG') has been supporting through the MyKasih 'Love My School' programme since 2014.

The couple hosted their guests to dinner, followed by a screening of the movie 'Ola Bola' at the DIALOG Tower Auditorium in Mutiara Damansara. Others present that evening included MyKasih Foundation's Advisory Council members - Dato' Anwaruddin Osman, Oh Yoke Ching, and Miliee Kassim.

The get-together presented an opportunity for the school principal and teachers to update MyKasih on the progress of the students and also to highlight areas in need of additional support.

Tan Sri Dr Ngau Boon Keat, who is also DIALOG's Executive Chairman, said, "Ola Bola was the perfect movie to screen, as it spoke of passion (for the sport), teamwork, unity in diversity, commitment, and responsibility towards the family, community, and the country. We could all relate to it."

Inspired by a true story, Ola Bola is a Malaysian sports football film that relived the trying and triumphant days of a truly multi-racial Malaysian national football team when they competed and qualified for the 1980 Moscow Olympics.

The screening was held two weeks before Sekolah Kebangsaan Bukit Lanjan was to host the 2016 District Inter-School Rugby Championship on 3-6 May, which saw 31 school teams competing.

"We hope we have inspired these children to remain positive in overcoming life's obstacles. They should always aim for the best in life and to stay focused and committed in their pursuit of excellence. I wish them all the best," added Tan Sri Dr Ngau.



Thumbs up! MyKasih Co-Founders Tan Sri Dr Ngau Boon Keat and Puan Sri Jean Ngau posing with the teachers of Sekolah Kebangsaan Bukit Lanjan.



The excited students arriving at DIALOG Tower for the screening.



The students queing for the buffet while Tan Sri Dr Ngau Boon Keat captures the moment.



Puan Sri Jean Ngau and Oh Yoke Ching conversing with the students while they dig into a scrumptious dinner spread.



MyKasih's Evelyn Ho ensuring that the students have their fill before the movie screening.



The students waiting for the show to begin. Later on, they sang along to the movie's soundtrack.



DIALOG

Motivating the young to excel as all-rounders



The 12 players forming the rugby team 'Lanjan Tigers', together with 53 other students from their school - Sekolah Kebangsaan Bukit Lanjan (Asli), are adopted under the MyKasih 'Love My School' bursary programme sponsored by Dialog Group Berhad.

31 teams from primary schools within the Petaling Utama District in Selangor took part in a four-day 'Ragbi Rimau' rugby championship. Sekolah Kebangsaan Bukit Lanjan's rugby team - the 'Lanjan Tigers', which reigned supreme last year, hosted the inter-school sports event at their school in Damansara Perdana on 3-6 May 2016.

The players displayed focus, determination and great team spirit as they competed for top spot. Their excellent match temperament demonstrated levels of maturity way beyond their years, which only goes to show that sports do play a pivotal role in character-building and overall personal development.

On the day of the finals on 6 May 2016, Dialog Group Berhad (DIALOG), the tournament's major donor, was represented by its Chief Financial Officer, Zainab binti Salleh. Other support partners present included the Department of Orang Asli Department (JAKOA), the District Education Department, and the proud parents and teachers of the student rugby players.

During her speech, Zainab took the opportunity to speak about her active student life and encouraged the students to stay healthy and focus on excelling in their studies.

"On behalf of the Executive Chairman of DIALOG, I would like to congratulate all the teams for their effort and participation over the past four days," said Zainab.

"I am certain that when the students put the same passion into their studies, the same remarkable results will be attained," added Zainab.

The Lanjan Tigers took the bronze in the Plate category. Their teammate, Afqil Miqael bin Mohd Affindi, added another feather in their cap by winning the award for 'Player with Most Potential'. Other categories included the Cup, Bowl, Shield, Spoon, and Saucer. Another school supported through the MyKasih 'Love My School' bursary scheme – SK (2) Petaling Jaya, won fourth place in the Shield category.

No matter the category or the medals, all players emerged triumphant and motivated to compete next year.



The 'Player with Most Potential' Award went to Afqil Miqael bin Mohd Affindi from Sekolah Kebangsaan Bukit Lanjan.

Snapshots from the field





mania for **MyKasih** kids!



After a full day of educational fun, the Sekolah Kebangsaan Bukit Lanjan (Asli) students were all smiles!

For the whole of 2016, Themed Attractions Resorts & Hotels Sdn Bhd (TARH), the company which manages KidZania, has allocated 605 free entrance tickets for student beneficiaries supported under the MyKasih 'Love My School' bursary scheme.

TARH's in-kind contribution provides a wonderful opportunity for other donors to give back to the community via employee volunteer engagement activities. By offsetting KidZania's entrance charges, donors would only need to cover the children's meals and transportation expenses.

On 25 May 2016, Dialog Group Berhad (DIALOG) took 165 students and 25 teacher chaperones from Sekolah Kebangsaan Bukit Lanjan (Asli) for a full day of educational fun at KidZania Kuala Lumpur.

DIALOG Executive Chairman Tan Sri Dr Ngau Boon Keat, who is also MyKasih Foundation Chairman, said, "This is the second year that DIALOG has sponsored MyKasih children to experience KidZania. We believe in the power of play, which is critical in any child's development."

The indoor edutainment center offers a variety of activities to give children a sense of vocation. More importantly, the children have a safe environment to explore the 'city' within and learn about the world of adults.

Rotary Club of Subang Jaya and Rotary Club of Kampung Baru City Centre had also sponsored 50 students from SK Sungei Way and 45 students from SK Kampung Baru to KidZania.

"We look forward to more partnerships such as this and we hope that more donors will give our MyKasih children this valuable experience of a lifetime," added Tan Sri Dr Ngau.



Artists at work.



Students having their makeup done by 'beauticians' at KidZania's beauty parlour.



Check out my face painting!



SK Bukit Lanjan's mini fire fighters prepping up to answer the call of duty!



Rotary Club of Sungei Way treating 50 Rotary Kasih children to KidZania.

Power to the People

Participants take charge of their lives and commit to a brighter future.



The happy graduates posing for a group photo.

It was a beautiful day in Rawang, Selangor, when 77 participants celebrated their successful graduation from the Mengecapi Aspirasi Diri (MAD) entrepreneurship and empowerment programme.

Sponsored by Alliance Bank, the three-month programme which began on 1 March 2016, aimed to empower participants with knowledge and experience to positively transform their lives and break out of the poverty cycle through entrepreneurship and income-generation.



MAD participant Amy, asking Coach Ong a question during the Money Magnet Workshop.

The graduation ceremony which was held on 5 June 2016 at Dewan Batu 17, Rawang, was graced by MyKasih Trustee, Siti Khairon. Also in attendance were Lifeworks Sdn Bhd's Lead Coach, Sharmini Hensen; Coach, Ong Poh Neo; and family members of the celebrated graduates.

"It has been an amazing journey with the participants. Words cannot describe how rewarding it is to witness their transformation into confident and inspiring individuals. Their achievements transcend beyond the dollars and cents. We believe they can inspire their families, neighbours and community to achieve their goals and dreams," said Sharmini Hensen.



At the beginning of the programme, participants were required to set an income target to achieve by the end of the three-month programme. Sharmini was all smiles looking at their income targets (on the whiteboard).

“As you can see from this beautiful graduation ceremony which they organised themselves, they appear to have mastered the concept of teamwork. The graduates have been supporting and motivating each other from day one. It is small changes like these that can make a real difference in their community. I am sure they will keep up the good work they have started,” she said.

In her speech, Siti Khairon congratulated the graduates for their commitment in the programme and praised them for coordinating such a well-organised event, rich in diversity and culture. “This is the very first time I am seeing the lighting of the Kutuvilaku to bless the ceremony and also the peacock dance,” said Siti Khairon.

The MAD programme contains modules covering the basics of financial management, marketing, effective problem-solving and effective communication. At the beginning of the programme, participants were required to set an income target that they aim to achieve by the end of the three-month programme. Below are the astounding income results by Rawang MAD participants:

INCOME PLEDGE on 6 March 2016	ACTUAL INCOME GENERATED as at 5 June 2016
RM 66,300	RM 99,937



Lifeworks Lead Coach, Sharmini lighting up the Kutuvilaku to bless the event.



The energetic and enthralling peacock dance by a local performer.

“I am happy to note that yet again, the MAD programme is a resounding success! May the MyKasih graduates continue to grow as individuals and their businesses continue to flourish long after this programme. It is inspiring to see them so motivated and focused on their goals and ambitions. A big thank you goes to the coaches for dedicating their time and effort to make a difference in the lives of MyKasih families in Rawang,” said Siti Khairon.

To-date, more than 2,400 MyKasih food aid recipients have participated in entrepreneurship and income-generation programmes sponsored by MyKasih’s donors.



The graduates opened stalls to sell their wares which included health supplements, cakes and biscuits, handsewn bags and health insurance packages.



Siti Khairon doing some shopping before the event began.



Siti Khairon receiving a token of appreciation from Radha, a member of the graduation ceremony organising committee.



Masni

A LADY OF MANY TALENTS

Masni binti Yahya was selected to be a recipient of the MyKasih 'Love My Neighbourhood' programme sponsored by Dialog Group Berhad in Pengerang, Johor over three years ago. She supported her family through a small sewing business making baju kurungs for her family and friends. Baju kurungs being a seasonal request, her income was not enough to fulfil the financial needs of her four school-going children and she worried about their future.

In 2013, MyKasih contacted Masni to offer her the opportunity to take part in an innovative programme called 'Mengecapi Aspirasi Diri' (MAD), sponsored by the Economic Planning Unit of the Prime Minister's Department.

"When I attended the first Mengecapi Aspirasi Diri introduction session, I realised that the programme would change my life. I knew I was not meant to accept my 'fate' and continue struggling to make ends meet for the rest of my life. At the time, I just did not know how to move on," she said.



Masni (second row, third from right) posing with other MAD programme participants in 2014.

Masni participated in MyKasih's four-month entrepreneurship and empowerment programme and graduated with flying colours in January 2014. Now, two years on, MyKasih caught up with her to find out how she is progressing.

"In the two years after I graduated from the MAD programme, so many good things have happened to me for which, I am thankful," she said. She was able to enrol her two eldest children (ages 14 and 16) into boarding school while the two younger ones (ages 11 and 12) are doing well in a local primary school.

"Being a single mother, I felt so relieved that I could afford to send two of my children to boarding school. This way they can get the education they need while I develop my business to increase their education fund. I would like to send them to university one day," she said.

The family have moved to a bigger home in a newly developed housing area in Pengerang which has a larger space to accommodate Masni's growing children and for her to conduct her sewing business from home. "My children have their own rooms and study area now, while I have a large working area to fit in my 3 sewing machines," she said.



Masni posing with DIALOG's Chief Financial Officer, Zainab Salleh (left) and Lifeworks Coach Sharmini Hensen upon receiving the graduation certificate.

Participating in the four-month MAD programme, Masni built her confidence and learnt how to market her products to a bigger audience. "The Money Magnet module in the programme has trained me to spot opportunities that come my way. Sometimes when we are too overwhelmed with depression and worry, we cannot see the opportunities right in front of us. The MAD programme coaches Coach Sharmini and Coach Ong have taught me to take a step back from all the negativity and focus on the positives, to see setbacks as a challenge and an opportunity to learn and improve myself," she said.

Masni's biggest project happened when she moved into her new house. As there were many new house owners in the area, she saw an opportunity to offer her services to sew and install new curtains for other new house owners. She serviced a total of 40 houses in the area, charging her clients RM 1800-2400 per house!



Above and below: Curtains made by Masni for her clients.



Masni's completed sewing projects.



"I have come a long way from being a small time seamstress, to who I am today. I thank the MAD coaches for helping me believe in myself. Previously, I let my limiting self-beliefs curb my abilities but now I grab every opportunity that comes my way. Coach Sharmini said to me - as long as there are opportunities in front of us, we should go for it," she said.

Always on the go, Masni was appointed as one of the caterers to provide lunchboxes for the workers of the Pengerang Integrated Petroleum Complex project which is currently in progress in Pengerang. Now, working together with a local group of small medium enterprises, Masni has been contracted to supply frozen foods to a fair price community store, imCoop.



Masni's lunchboxes to be provided to the workers at the Pengerang Integrated Petroleum Complex.



The items Masni provides for her clients include custom chair-covers and various decorative knick knacks.

"I have been blessed with good fortune. Recently Lembaga Kemajuan Johor Tenggara (KEJORA) has offered me assistance to open a boutique near my housing area while another organisation has offered to give me a stall in a nearby village to sell air batu campur (sweet ice shavings)," she said humbly.

Masni still keeps in touch with her MAD programme peers and they assist each other in completing large projects. "We support each other in many ways. That is what sisters do. They will always be my MAD sisters."

"I will enlist the help of my family members to run these businesses. Where there is a will, there is a way," she continued. "Now, I have slowed down on my sewing business. Although I have many baju kurung orders, I employ my younger sister to sew for me so that I can focus on my other projects," she said.

MyKasih is very proud of Masni and her achievements. She has transformed her life dramatically over the past three years and is an active member of her community in Pengerang. Despite her roles as a single mother and a businesswoman, Masni has proven herself a trusted member of her community. She is also the Amanah Ikhtiar Malaysia representative for Taman Bayu Damai, Centre Head for Al Amin Youth Association and Village Development and Safety Committee Member.

sodexo holds Servathon for MyKasih beneficiaries

Community service partners band together to conduct a health carnival for the Mah Meri of Carey Island.



60 Sodexo Malaysia staff volunteers came together to pack and distribute 1,000 cooked food and goodie bags to the Mah Meri community of Carey Island, Selangor.

On 14 May 2016, Sodexo Malaysia ran their annual 'Servathon' activity at the Mah Meri Orang Asli community of Kampung Sungai Bumbun in Carey Island, Selangor. Servathon is Sodexo's largest global 'Stop Hunger' event where Sodexo employees around the world join forces to fight hunger in their local communities.

60 staff volunteers from Sodexo Malaysia devoted their time and flexed their muscles to cook and pack 1,000 individual food packs and goodie bags to be distributed to the Mah Meri community that day. The half-day event was a joint community service activity with the Rotary Club of Kelana Jaya, who dispensed liquid vitamins and deworming medication to the children; together with the local community clinics, which conducted basic health screening and dental checks.

Other activities held that morning included balloon-sculpturing games and a magic show, a recruitment booth to receive applicants interested in employment with Sodexo, as well as booths for art, face-painting, and sweet treats for the children.

Jeremy De Silva, who is in charge of Sodexo Malaysia's Service Operations and was the project coordinator for the Servathon that day, said "We value employee engagement and are proud to strengthen our local communities through service activities and skilled volunteerism. Participating in Servathon is a great way to engage our stakeholders, friends, family and youth."



SNAPSHOTS FROM THE EVENT



♥ 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 rehabilitation 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 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
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 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 No.	30, 32 & 34, Jalan SS2/61, 47300 Petaling Jaya, Selangor Darul Ehsan

3 CREDIT CARD

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

www.mykasih.com

Corporate and individual donors will receive reports which 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 (865756-D)
No 15, Jalan PJU 7/5, Mutiara Damansara,
47810 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

☎ (6) 03 - 7720 1888 **MyKasih Foundation**


MyKasih
Love My Neighbourhood

MYKASIH FOUNDATION WOULD LIKE TO ACKNOWLEDGE ITS DONORS AND PARTNERS

Donors

- Alliance Bank
- Ambank Group
- BDO
- BHPetrol
- British American Tobacco Foundation
- Catherine Sim
- Cenviro Sdn Bhd
- Chan Yew Kai
- Chew Eng Kar
- Chong Chong Wooi
- CIMB Foundation
- CLSA Chairman's Trust
- ConocoPhillips Malaysia
- DIALOG
- ECONSAVE
- GCH Retail (Malaysia) Sdn Bhd (Giant)
- Halliburton Energy Services
- Hong Leong Foundation
- HSBC Bank Malaysia
- Ian Hong
- John & Edwina Thornton
- JT International Berhad
- Kajang Rocks Group
- Kertih Terminals
- Khazanah Nasional Berhad
- Linaco Resources Sdn Bhd
- Lindsay Tan
- Loy Ah Wei
- Manulife Holdings Berhad
- Mubadala Petroleum
- Murphy Sarawak Oil
- New World Mart
- Ngau Boon Keat & Family
- Ng Yee Siang
- Pasaraya Bilal
- Pasaraya Ong Tai Kim
- Paul & Patricia Gould
- Pengerang Independent Terminals Sdn Bhd
- Perisai Petroleum Teknologi Bhd
- PETRONAS
- Puan Zainab Mohd Salleh
- Quill Capita Trust
- Roc Oil
- Rotary Club
- SapuraKencana Petroleum Berhad
- Sime Darby
- SP Setia Foundation
- Tan Lek Lek
- Tanjung Langsung Terminals
- TNT Express Worldwide
- Wong Yat Sun
- Yayasan Pasir Gudang
- 99 Speedmart

Government Ministries and 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 and 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
- Universiti Tun Abdul Razak (UniRAZAK)
- SOLS 24/7

Partner Retail Stores

- Boulevard Hypermarket (Sarawak)
- CKS Supermarket (Sabah)
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- 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

- House of Hope (Penang)
- Kassim Chin Humanity Foundation
- Lions Club International (nationwide)
- Miri Dayak Association
- PACOS Foundation Sabah
- PDK (nationwide)
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- Pertubuhan Ehsan Penyayang
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- Yayasan Pasir Gudang

A Welfare Programme with a Technological Difference

Food
Aid

Providing
essential food items



Education
Workshop

Creating
a brighter future

