

## YourDiary...



Twenty-five families are the latest recipients of MyKasih Foundation's Love My Neighbourhood programme, which was launched at the Giant Brem Mall in Kepong. — Picture by S. Sugumaran

# Sunrise gives RM25,000 in food aid to families

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**KUALA LUMPUR:** MyKasih Foundation has once again touched the lives of the less privileged with its MyKasih Love My Neighbourhood programme in Segambut.

Property developer Sunrise Bhd is supporting the programme by contributing RM25,000 to subsidise the cost of basic food items for 25 families for a year.

Sunrise branding and community development general manager Anne Tong said the company believed in contributing in a meaningful manner to the poor and needy through food aid and education schemes.

“By supporting selected households, we hope to ease their financial burden somewhat and improve

their living conditions,” she said.

Single mother Santhakumari Karupiah of Jinjang, one of the recipients, had to quit her job to care for her five young children as she could not afford a babysitter.

“I’m really grateful to be receiving help as it has lessened my burden of putting food on the table for my family.

“I know my children will never have to go hungry again.”

MyKasih Foundation director Ho Kay Tat said the foundation was thankful to have the support of its corporate sponsors and more were coming forward to be part of the welfare distribution programme.

Non-governmental organisations (NGOs) have helped ascertain the eligibility of families through qualitative and quantitative assessments during the selection process.

The system used ensures all donations reach targeted recipients through their MyKad.

Detailed spending by recipients is furnished to donors so they can see that every ringgit contributed is a ringgit received.

The programme uses technology developed by ePetrol Holdings, which allows MyKad to act as a payment instrument.

MyKasih Foundation also manages a series of courses designed for recipient families.

Volunteers from donor organisations and NGOs run basic financial courses to help the adults manage their finances and boost their budgeting skills. They also offer to tutor the children.

More than 300 households are beneficiaries of the MyKasih Love My Neighbourhood programme.