



The 'change' drivers succeed in mission

FIRST-OF-ITS-KIND reality community show, *Driving Change with Caltex* revved into Malaysia by raising a tremendous RM309,725 for charity MyKasih Foundation – tenfold their original target.

Host Henry Golding and celebrity Penangite Andrea Fonseka were tasked to raise funds for MyKasih's 'Love My School' bursary scheme to support 50 children from lower income families purchase food and school books for an academic year at SRK Alma in Bukit Mertajam, Penang.

In just three short days, the duo's social media outreach and action plan for a fundraiser recruited 20 big-hearted celebrities, including artistes, beauty queens, stilt walkers, a balloon artist and fellow MyKasih beneficiaries in a carnival-like atmosphere at Publika Mall last Sunday. Generous supporters were venue provider Publika, Ben's Independent Grocer, Carlsberg, Bisou, Chatime, Red Ribbon Days, and Mussimo Gelatomio channeling all proceeds to charity.

The fundraiser took off on a promising start with Prime Minister Datuk Seri Najib Tun Razak expressing support via Twitter and subsequently donating items for auction. Golding and Fonseka drummed encouragement throughout the day, enticing the public to snap up delectable goods and items on offer by local glitterati.

The staggering sum raised was courtesy of fundraiser proceeds, international and online donations, personal contributions and a further RM20,000 by Chevron Malaysia Limited.

In thanking Caltex, MyKasih Foundation chairman & co-founder, Dr Ngau Boon Keat said, "*Driving Change with Caltex* is very meaningful to MyKasih. Caltex was the pioneer partner for the MyKasih 'Love My Neighborhood' food aid program in December 2008 in Selangor, prior to the foundation's very

inception in April 2009. That pilot project brought about change in the way welfare can now be distributed in a cashless, efficient, secure and transparent manner."

"With this overwhelming response, now more underprivileged students nationwide are able to benefit from the 'Love My School' bursary scheme. I can only hope the goodwill of Malaysians continues beyond this campaign period," added Dr Ngau.

Speaking of Caltex's involvement, Chevron Policy, Government & Public Affairs manager Mokhtar Ali Ismail said the show's aim was to create support and awareness for communities in need. "We want to thank the Prime Minister, celebrities, volunteers and generous Malaysians who rose to the challenge to help the children under MyKasih's programme. Special kudos to Henry and Andrea, whose success in setting the *Driving Change* bar so high indicate we have the right people on board."

Driving Change with Caltex is a collaboration between Caltex and Fox to highlight social efforts across the region, with host Golding in the dark about each unique mission until he arrives in a country. He then must rely on local celebrity partners and the power of social media to accomplish his task.

The three-minute Malaysian mission episode makes its online debut on Oct 10 via www.drivingchangewithcaltex.com. This later airs on National Geographic Channel (Astro Channel 553) at 9:55pm, Oct 25 and Star World (Astro Channel 711) at 10:15pm, Oct 27. A cumulated 22-minute segment will broadcast on Star World come January 2013. Golding's next stop: Hong Kong, Thailand, Philippines and Singapore.

For information on MyKasih Foundation and ways to contribute, visit www.mykasih.com.

Provided for client's internal research purposes only. May not be further copied, distributed, sold or published in any form without the prior consent of the copyright owner.



We did it...Golding, Fonseka, Mokhtar Ali (standing left) and Ngau with some beneficiaries of MyKasih at the mock cheque presentation to the foundation.