

AmBank-MyKasih team up to help poor families

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KUALA LUMPUR: A mother's hope for a better life for her children was dashed when her husband passed away early this year but fortunately for her, she is now receiving financial assistance from the AmBank-MyKasih Community Programme.

Samsiah Shukor, 38, said she found out about the programme, which provides food aid and an education scheme for lower-income groups, through a friend.

"Through the programme, I get free rice, sugar, flour, oil and other groceries and this has lessened the burden on my family," said the mother-of-four from Sungai Kapar Indah, Klang.

Another beneficiary of this programme is 48-year-old T. Velankanni Ammal from Ikan Emas, Ampang.

"My husband, who runs his own business, is the sole breadwinner. We have four children and often find it difficult to make ends meet," she said.

"Since we were introduced to this programme by a church committee, our monthly grocery supplies are now taken care of."

AmBank Group first teamed up with MyKasih Foundation in November last year to start this programme in which they initially sponsored 100 low-income families in Sentul here.

The success and efficiency of the MyKasih food subsidy system inspired AmBank Group to continue supporting the foundation, and the programme went on to Subang Jaya, Penang, Kuching,

Kota Baru and Kota Kinabalu.

"AmBank Group continuously plays a corporate social responsibility (CSR) role for the community at large, irrespective of race, creed or religion, in the form of cash contributions to deserving charitable causes," said AmBank Group chairman Tan Sri Azman Hashim at the launch of the latest chapter of the AmBank-MyKasih Community Programme here yesterday.

"We are proud of our community development work and are committed to programmes such as this. We hope the recipients will use this opportunity to enhance their current circumstances."

AmBank Group allocated RM1 million for the programme and had contributed RM700,000 to recipients at nine locations in the country, including the Klang Valley.

MyKasih Foundation director Datuk Badlisham Ghazali said the foundation and donor partners now support 2,700 households in Malaysia, including Sabah and Sarawak, with recipients using their MyKad to purchase groceries at designated supermarkets.

"Our commitment to our patrons has and always will be to ensure that their donations reach the intended recipients."

AmBank-MyKasih Community Programme also manages a series of courses, such as basic financial literacy courses, aimed at helping adult family members of recipients to better manage their finances as well as boosting their budgeting skills.