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CEO: MyKasih programme doing well

by Norni Mahadi, reporters@theborneopost.com. Posted on October 11, 2011, Tuesday

MIRI: The success of MyKasih programme is fully dependent on the support of all programme partners.

MyKasih Foundation chief executive officer Jeff Perera said the foundation believed that there were plenty of areas for corporations and individuals to chip in for the betterment of the less privileged community in the country.

“After a successful pilot in late 2008, the first MyKasih programme was launched in April 2009 in Selayang, helping 75 low income families with the purchase of essential food items,” he said at the launch of MyKasih “Love My Neighbourhood” Programme at Bintang Megamall yesterday.

Jeff enthused that the foundation’s effort had attracted the attention of many organisations and individuals.

Today, with the commitment of donors and support from programme partners such as retail outlets, training collaborators and local NGOs, the MyKasih programme is reaching out to almost 10,000 families in 97 communities nationwide.

“This is what sets MyKasih programme apart from other welfare programmes. More corporate donors, such as Mubadala, are adopting it as part of their corporate responsibility.

“I sincerely hope that with the awareness and support from all programme partners, we would be able to create a more promising future for the less privileged,” he remarked.

MyKasih has also adopted a holistic approach by transforming its effort into a wholesome programme.

Thus, MyKasih programme is not confined to helping recipients purchase food. It also help rehabilitate these families through education and skills training.

For instance, mothers are given the opportunities to develop themselves so that they would be better able to contribute to their household income.

As for the children, tuition classes are organised with the support of training partners and volunteers.

“Through these efforts, we aim to enable mothers achieve more financial independence and motivate them to keep their children in school,” Jeff remarked.

Link: <http://www.theborneopost.com/2011/10/11/ceo-mykasih-programme-doing-well/>