



A tribute to those who gave humanitarian and financial aid to the east coast flood victims

New Year's Eve celebrations were cancelled in most of Malaysia in December 2014, as more than 200,000 people in the east coast states of Kelantan, Terengganu and Pahang as well as parts of Perak were displaced by the worst floods in recent years. More than 100,000 people were reportedly evacuated from their homes by Dec 26. Parts of Johor, Negeri Sembilan and Sabah were also affected. Even after the flood waters receded, many families struggled to obtain basic supplies and rebuild their lives. Damage was estimated at over RM1 billion.

It is heartening, though, to see how Malaysians came together in aid of their countrymen.

At least 78, or 44%, of 176 The Edge Billion Ringgit Club (BRC) members contributed to flood relief efforts during the 2014/15 east coast floods, based on disclosures in their 2015 annual reports.

At least five BRC members mobilised over 100 employees as volunteers, some on more than one occasion. The volunteers distributed essential items such as clean water, food, blankets, clothes and medication packs to those affected. Some teamed up with organisations such as MERCY Malaysia.

There were at least 400 volunteers from MISC Bhd, 300 from Sunway Group, 170 from Gamuda Bhd, 160 from the IOI Group, 150 from Eco World

Development Bhd and 100 from MMC Group, a quick compilation shows.

Over RM26 million in financial contributions came from 36 BRC members. At least eight gave more than RM1 million each to flood relief efforts: DRB-Hicom Bhd (RM5.35 million), Sime Darby Bhd (RM5.3 million), IHH Healthcare Bhd (RM2 million), Boustead Holdings Bhd (RM1.9 million), BIMB Holdings Bhd (RM1.8 million), Malaysian Resources Corp Bhd (RM1.01 million), IJM Corp Bhd (RM1 million) and Kuala Lumpur Kepong Bhd (RM1 million).

Others that gave at least RM500,000 include CIMB Group Holdings Bhd, AirAsia Bhd, AirAsia X Bhd, Panasonic Manufacturing Malaysia Bhd, Hap Seng Consolidated Bhd, Malaysia Building Society Bhd (MBSB) and MISC Bhd.

Fraser & Neave Holdings Bhd, MSM Malaysia Holdings Bhd, Syarikat Takaful Malaysia Bhd, Sunway, Dialog Group Bhd, Media Prima Bhd, MMC Corp Bhd, QL Resources Bhd, RHB Capital Bhd, TDM Bhd, Kossan Rubber Industries Bhd and TSH Resources Bhd were among those who gave at least RM100,000 each.

Lingkar Trans Kota Holdings Bhd employees helped clean up homes of flood victims in Pahang and Kelantan.

MISC, MBSB, QL and WCT Holdings Bhd were among the companies that helped clean up and restore schools while Hap Seng gave RM50 a month in cash to 1,778 needy schoolchildren from eight schools for six months.

Likewise, Dialog Group responded to the MyKasih Foundation's public appeal for cash donations for families affected by the floods. The foundation raised RM6 million, allowing 24,000 families in Kelantan, Pahang and Terengganu to draw down the one-off flood relief allowance of RM250, using their MyKad to purchase food as well as basic household appliances.

Apart from donating basic supplies and more than 40 tonnes of water, Sunway also collaborated with *SJ Echo* and Subang Jaya Bomba Emergency Assistance Community's Back to School Post-flood Aid initiative. Staff donations were used to purchase at least 400 schoolbags for schoolchildren in Pahang. KLK provided more than 700 children with school starter kits.

Pharmaniaga Bhd set up a flood relief centre in Kelantan that provided shelter and medical attention.

Elsewhere, funds were raised in support of MERCY Malaysia's East Coast Relief Fund and channelled through the AirAsia Foundation to flood recovery initiatives. This included a School Preparedness Programme to increase the capacity of schools and students to respond to future disasters. AirAsia provided the use of its aircraft to facilitate humanitarian aid and natural disaster relief efforts.

This is a tribute to these companies and the countless unsung heroes who went the extra mile for the flood victims in their hour of need. ■



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A mother taking her son's measurements while queuing to collect school uniforms in Kuala Krai at a Yayasan Sime Darby event



Lingkar Trans Kota Holdings Bhd employees helping to clean up the homes of flood victims in Pahang and Kelantan



Hap Seng Consolidated Bhd lending a helping hand to the Kelantan flood victims



IJM's toll division participating in a flood relief mission in Temerloh, Pahang



Sunway student volunteers contributing to relief efforts