

Headline	Group adopts 50 new families		
MediaTitle	The Star		
Date	25 Sep 2014	Color	Full Color
Section	Metro	Circulation	288,916
Page No	11	Readership	866,748
Language	English	ArticleSize	469 cm <sup>2</sup>
Journalist	N/A	AdValue	RM 23,603
Frequency	Daily	PR Value	RM 70,809



# Group adopts 50 new families

Banking institution commits RM52,000 to poor folk in Terengganu

**A**MBANK Group recently launched the AmBank-MyKasih Community Programme for the second time in Kuala Terengganu which will benefit 50 families.

Last year, the group committed RM52,000 to 50 families.

Annually, it allocates a sum of RM1mil for this programme and to-date, has committed to 15 locations, namely Sentul and Cheras in Kuala Lumpur; Rifle Range and Bayan Baru in (Penang); Pandan Jaya (Klang), and USJ (Selangor); Tambun (Perak); Ayer Keroh (Malacca); Kuala Krai and Kota Bharu (Kelantan); Kuala Terengganu; Menggatal and Sandakan (Sabah); and Kuching (Sarawak).

“When we contribute to the underprivileged and the hardcore poor, we strive to ensure that the aid reach the intended recipients and that they enjoy visible and tangible benefits in the form of essential goods they purchase from selected retailers.

“AmBank Group has committed RM52,000 to support 50 new families in Kuala Terengganu. We are also extending this programme for the earlier-adopted 50 families for another year,” said AmBank Group chairman Tan Sri Azman Hashim at the launch.

MyKasih Foundation is a charity organisation that aims to help underprivileged Malaysians through food aid and education regardless of race, religion and

descent.

Food aid recipients use their MyKad to draw a fortnightly allowance of RM40 to shop, select and pay for essential items at partner retail outlets.

Likewise, student beneficiaries use their Mykad-linked student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

AmBank-MyKasih Community Programme also manages a series of courses designed to suit the needs of the recipient family members.

“Volunteers from donors’ organisations and NGOs help conduct basic financial literacy courses aimed at helping adult

family members to manage their finances as well as boosting their budgeting skills.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the food aid programme for the underprivileged.

More than 1,600 households are now the beneficiaries of this programme.

AmBank Group first teamed up with MyKasih Foundation in November 2009 in which they sponsored 100 lower-income families in Sentul, Kuala Lumpur.




**Aid for community:**  
 Azman (centre) MyKasih Foundation trustee Datuk Yaacob Md Amin (on Azman's left) Mydin Mohamed Holdings Berhad managing director Datuk Ameer Ali Mydin (on Azman's right) and senior management of the AmBank Group posing for a group photo with recipients of the AmBank-MyKasih Community Programme.