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KashNews

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A quarterly publication for MyKasih Foundation | Issue 24 | July - September 2018

THE YONG F ORANG ASL

Read full story on page 14.

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MyKasih Charity Golf 2018 raises RM 1.23 million

page 9...

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Front Cover:

Yong Pang Chaun & family supports 134 Temuan Orang Asli students of SK Sungai Dua in Bentong, Pahang, under the MyKasih 'Love My School' programme.

What's inside...

ISSUE 24 | JULY - SEPTEMBER

03	Chairman's Message	
04	Overview of MyKasih	
06	Board of Trustees	
07	MyKasih Today	
80	DIALOG's CSR Activities	
09	MyKasih Charity Golf 2018 raises RM 1.23 million	

Love My Neighbourhood

- Ministry of Housing and Local 14 Government renews Titipan Kasih food aid programme
- Hari Raya Aidiladha cheer for 135 16 families in Permatang Pauh, Penang
- Bursa Malaysia funds financial literacy 18 for Perak Asli

2() Love My School

- Sri Nona's Ramadhan campaign aids 21 28 students in Selangor
- Mitsubishi Corporation adopts Asli 24 schoo in Endau-Rompin, Johor

26

Orang Asli Children's Education Fund

SK Bukit Lanjan (Asli) celebrates 27 World Indigenous Peoples' Day



PDK Cenwaey Penaney organises an outing for Semai children



Yong Pang Chaun & family 22 supports 134 Asli kids in Bentong, Pahang



PETRONAS provides entrepreneurship 32 training in Kuala Nerus, Terengganu

Supplementary Assistance Programmes

- DIALOG treats Asli students to an 31 educational field trip
- Lanjan Tigers' roaring victory in 34 Seremban, Negeri Sembilan
- Cold Storage supports Asli students 36 in school

38	Make a difference
39	Acknowledgement

CHAIRMAN'S MESSAGE

2018 is the ninth year of MyKasih Foundation's existence. We could not have reached out and delivered aid to 260,000 families and students all over the country if it was not for the support received from you – our donors and community partners.

Dear Friends,

The Ministry of Housing and Local Government ('KPKT') had extended Program Titipan Kasih, its food basket programme with MyKasih Foundation, to provide food aid to 1,900 low-income households in 97 locations nationwide who are registered in the government's eKasih database. We are pleased that Program Titipan Kasih continues unabated since 2013, which is a testament of the Ministry's satisfaction with the way the programme is managed by MyKasih.

PETRONAS' Planting Tomorrow #KitaCipta empowerment and entrepreneurship programme kicks off with 100 participants in Kuala Nerus, Terengganu. This comes soon after the commencement of the food aid programme for 5,400 recipients in eight states under Program Sentuhan Kasih PETRONAS.

The rural poor are not to be left behind. Financial literacy workshops and income-generation programmes were conducted in the Temiar Orang Asli villages of Pos Piah, near Sungai Siput, Perak, sponsored by Bursa Malaysia. A non-conventional approach to conveying important concepts of savings and budgeting will go a long way in helping the Orang Asli prepare for rainy days and organically raise the necessary capital to start their income-generating projects.

Moving forward, MyKasih intends to intensify efforts in schools to give children from economically-challenged backgrounds a chance at achieving their highest potential. And to help us carry on the good work that we do, MyKasih held its eighth annual charity golf tournament on 18 August, which successfully raised RM 1,229,798. What a tremendous show of support from kind donors who believe in our work.

It is heart-warming to see how the children's abilities shine through when their potentials are identified and honed. We are truly blessed to be working with a dedicated team of teachers who are passionate about the children's development and will walk the extra mile for them. On that note, I would like to especially thank Mr Yong Pang Chaun and his family for supporting 134 Orang Asli students in SK Sungai Dua in Bentong, Pahang, under the Love My School programme.

This, and the support from generous donors such as PETRONAS, DIALOG, Bursa Malaysia, Linaco Group, Mitsubishi Corporation, Cold Storage Malaysia, as well as others not featured in this issue of MyKasihNews but whose programmes are on-going in their adopted communities and schools, I would like to once again express my deepest gratitude for choosing MyKasih as your partner in philanthropy.

My wife and I hope you will enjoy perusing the pages of this newsletter and encourage others to join us on this journey to reach out to vulnerable groups in Malaysia and lend them a helping hand.

TAN SRI DR NGAU BOON KEAT

Chairman and Co-Founder

Overview of **MyKash**

MyKasih

TM

Established in 2009, MyKasih Foundation is a charity organisation founded by DIALOG's Executive Chairman Tan Sri Dr Ngau Boon Keat and his wife Puan Sri Jean Ngau, to help low-income families through food aid and education regardless of race, religion or descent.

The uniqueness of the MyKasih programme compared to other non-profit organisations doing food aid is in the former's technological edge in driving welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by DIV Services Sdn Bhd, formerly known as ePetrol Sdn Bhd, a subsidiary of DIALOG Group Berhad.

The system uses the chip technology of the Malaysian identity

card, the MyKad, to disburse welfare aid to target beneficiaries.

ER ADMIAN NAVIDO

HOW MYKASIH WORKS

6 Settlement & Donation Payment Corporate, welfare agency / Distribution centres (e.g. petrol station, non-profit organisation MyKasih hypermarkets) **MyKad** TECHNOLOGY Purchase selected food items using Consumption MyKad Report Database Government & accredited Poor & needy welfare organisations identify the poor & needy

Donors or welfare agencies select preferred locations to adopt families under the MyKasih 'Love My Neighbourhood' food aid programme for a minimum of one year.

2 Welfare agencies and/or non-governmental organisations help identify and select needy families based on criteria to assess the eligibility of potential recipients, such as monthly combined household income, number of household members, age, etc. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.

- Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- RM 40 is deposited into the recipient's MyKad account twice a month.

Recipients shop for essential goods from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages.

- Recipients use their MyKad to pay with a limit of RM 80 a month. To guard against abuse, a unique bar-code scanning process at the point-of-sale ensures that only approved selected basic food items are purchased. To activate the payment transaction using the MyKad, recipients are required to key in a personalised 6-digit PIN. Upon a successful transaction, a receipt is generated which informs the recipient of his/her available balance for the next purchase.
- **7** DIV Services Sdn Bhd then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

'LOVE MY NEIGHBOURHOOD' FOOD AID PROGRAMME



Recipient selects items



2 Cashier scans items





Recipient presents MyKad & keys in 6-digit PIN

 Recipient keeps receipt to track expenses

'LOVE MY SCHOOL' STUDENT BURSARY PROGRAMME

Similarly, student beneficiaries under the MyKasih 'Love My School' student bursary programme use their MyKasih student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop. MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit **www.mykasih.com**.



Student selects meal



2 Student taps MyKasih smartcard



Student enjoys his meal

Donors select schools which they would like to adopt under the MyKasih 'Love My School' Bursary Programme.

Selected schools will identify underprivileged students using qualitative and quantitative criteria to assess their eligibility. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.

An account will be opened against selected students' MyKad into which a spending allowance of RM30-40 will be deposited twice a month.

Students shop for books and stationery items at the school bookstore or food items at the school canteen, and pay for their purchases using the MyKasih student smartcard.

All students under the bursary programme are subjected to mid-term reviews of their academic progress in order to stay on the programme.

DIV Services Sdn Bhd administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



TAN SRI DR NGAU BOON KEAT Chairman & Co-Founder

creating

loving and caring neighbourhoods

through food aid and education

BOARD OF TRUSTEES



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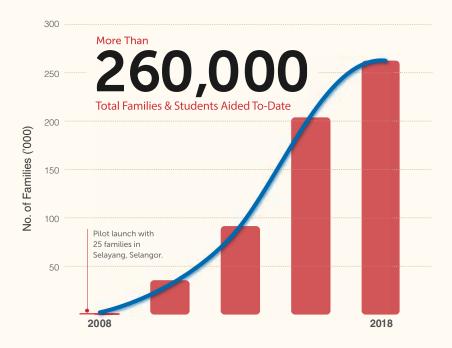
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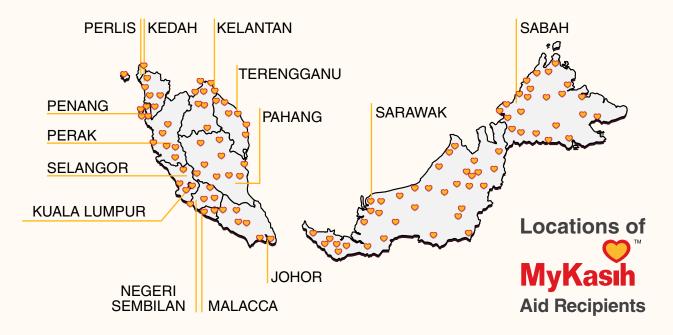
MyKasih Today

MyKasih started with a pilot project involving 25 families back in December 2008. To-date, we have channeled **RM 240 million** via the MyKasih cashless payment system to more than **260,000 families** in over 400 locations nationwide, out of which, close to 18,000 are primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.



The scope of the MyKasih system has expanded beyond food aid and student bursaries to include cashless payments for public transportation, fuel, medical treatments and utility bills. Essentially, the MyKad account becomes the single main account to which low-income households can use to access multiple welfare products or services.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor and Sarawak State Governments, as well as Lembaga Zakat Selangor and Majlis Agama Islam Melaka, have been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.



MyKasih Charity Golf 2018 raises RM 1.23 million

Teeing off for a cause



136 golfers all set to tee off for a good cause on 18 August 2018 at the Glenmarie Golf & Country Club in Shah Alam, Selangor.

yKasih Foundation held its eighth annual charity golf tournament on 18 August 2018, which successfully raised RM 1,229,798 through flight sponsorships and cash donations. DIALOG was the main sponsor of the tournament, having taken up 10 flights worth RM 200,000.

The skies broke out and rained buckets on 136 golfers who were unable to complete 18 holes on the Valley Course of the Glenmarie Golf & Country Club. During the lunch prize presentation ceremony, MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, thanked all the golfers and the sponsor organisations for their support.

"I appreciated very much the opportunity to catch up with most of you whilst we sought shelter at the halfway huts and the clubhouse terrace. The rain was indeed a blessing in disguise", said Tan Sri Dr Ngau.

The tournament's mode of play was System 36 Stableford over 18 holes. Due to the heavy rains which suspended play for over an hour, the results were tabulated based on best out of nine holes.

The overall champion for the Men's category was Cheah Chee Teong and the champion for the Ladies' category was Hashimah. The Bulls-Eye collection of RM 8,100 was donated in full to MyKasih Foundation since none of the golfers were able to claim it at Hole #4 and Hole #15.

42 lucky draw prizes were given out that day, which included a 55-inch LD television Grand Lucky Draw Prize, sponsored by Sasa Security Services Sdn Bhd worth RM 3,999. The winner of the grand lucky draw prize was Bahrain Azis.

"The success of this charity golf event demonstrates our donors' belief in the programmes that we do. Together, we can help financially-burdened families meet basic needs for food and

education for their children. As there is so much more to be done, we look forward to your continued support and hope that more companies will join us in our efforts to reach out to those in need", said Tan Sri Dr Ngau.



Tan Sri Dr Ngau Boon Keat presenting the first prize to the overall champion for the Men's category, Cheah Chee Teong.



Zainab Salleh (right) presenting the first prize to the overall champion for the Ladies category, Hashimah.

Sponsors of the MyKasih Charity Golf 2018

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- Alliance Bank Malaysia Berhad
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- CIMB-Principal Asset Management
- ConocoPhillips Asia Pacific Sdn Bhd
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- Eastern Soldar Engineering & Construction Sdn Bhd
- Excellift Sdn Bhd

Sdn Bhd

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- Hiap Soon Hong Sdn Bhd
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- KSB Malaysia Pumps & Valves Sdn Bhd
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- Malayan Flour Mills
- Max Dynamic Enterprise
- MAYBANK
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- Pressyre Products Sdn Bhd
- Public Bank Berhad
- Ree Power Sdn Bhd
- Responsive Hub Sdn Bhd
- RHB Investment Bank Berhad
- Rimarisan Sdn Bhd
- RuhRPumpen Singapore (SEA) Pte Ltd
- Sanwa Iron (M) Sdn Bhd
- Sasa Security Services Sdn Bhd
- Semantra No-Dig Engineering Sdn Bhd

- Sentrix Technology Sdn Bhd
- Shearwater Energy Pte Ltd
- Siemens Malaysia Sdn Bhd
- Smart System & Engineering Sdn Bhd
- SME Electric Sdn Bhd
- Soon Yang Chemicals Sdn Bhd
- Southern Cable Sdn Bhd
- Sumi-Tech Industrial Supplies Sdn Bhd
- Sumisaujana TCM Chemicals Sdn Bhd
- Sumitomo Mitsui Banking Corporation
- Synerlitz (Malaysia) Sdn Bhd
- Tai Hoe Hardware Sdn Bhd
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- The Store Corporation Berhad
- Toh Chee Seng
- Top Glove Foundation
- Translift Sdn Bhd
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- Tudor, Pickering and Holt
- Tyrim Resources Sdn Bhd
- United U-Li (M) Sdn Bhd
- Urbane Property Management Sdn Bhd
- Vector InfoTech Sdn Bhd
- Weyn-Hung Machinery & Hardware Sdn Bhd
- Whessoe Sdn Bhd
- Zainab Mohd Salleh



The novelty prize winners were..

Nearest To Pin (Hole #4) Jack Gomes

Nearest To Pin (Hole #15) Nor Hasnizam B. Abdul Hasan

Nearest To Line (Hole #5) Ahmad Rizal Lope Zainal Abidin

Nearest To Line (Hole #10) Chong Wan Siong



































DIALOG's CSR activities

Schools and communities supported through MyKasih Foundation

DIALOG and its joint venture companies - Pengerang Independent Terminals Sdn Bhd, Langsat Terminal (One) Sdn Bhd and Langsat Terminal (Two) Sdn Bhd, are devoted supporters of the MyKasih Foundation, a non-profit organisation with a mission to assist and educate economically-challenged Malaysian households through food aid, student bursaries, health screening, financial literacy workshops, as well as skills and entrepreneurship training programmes.

RM2.523

Contribution in FY2018

2,654

MyKasih 'Love My Neighbourhood' (LMN) families in 18 locations nationwide receive monthly food aid.



MyKasih 'Love My School' (LMS) student beneficiaries in 15 schools receive monthly bursaries.



With DIALOG's support, the Sekolah Kebangsaan (Asli) Bukit Lanjan rugby team, called Lanjan Tigers, has participated in various district and national level tournaments.



DIALOG contributed RM 200,000 towards the 2018 MyKasih Charity Golf Tournament which successfully raised RM 1.23 million.



DIALOG's employees also volunteer their time to engage with MyKasih beneficiaries through community events such as school sports days and gotong-royong (beautification and cleaning) activities.

Love My Neighbourhood

Food Aid Programme

Food aid is the first step taken to engage with our targeted communities. Based on the needs and readiness of the community, the food aid is often followed by the Love My School bursary programme and other empowerment programmes.

MyKasih Foundation does not give out assistance to the low-income households on an ad-hoc basis. Instead, we make a long-term commitment to empower the people we help.

Food aid recipients receive a bimonthly allowance, which they draw upon using their MyKad or MyKasih smartcard at participating retail outlets. They are able to choose different brands of essential food items from an approved list of ten product categories.

To guard against abuse, a unique barcode-scanning process at the point-of-sale ensures that only approved items are purchased. Recipients key in their 6-digit PIN when paying with their MyKad or MyKasih smartcard.

Transparency and accountability are traits our donors value when deciding to sponsor our projects.

10 DIFFERENT PRODUCT CATEGORIES

MyKasih food aid recipients are from lowincome households earning a combined monthly household income of RM 1,500 and below. Under the programme, recipients receive a cashless monthly allowance of RM 80 through their MyKad account, which can be spent on approved essential food items at partner retail outlets from 10 different product categories.





Ministry of Housing and Local Government renews Titipan Kasih food aid programme



A cashier scanning essential items being purchased by recipients under the Titipan Kasih food aid programme.

he Malaysian Ministry of Housing and Local Government, locally known as Kementerian Perumahan dan Kerajaan Tempatan ('KPKT'), renewed its collaboration with MyKasih Foundation for the third time following the successful implementation of a nationwide food aid programme for urban low-income households.

KPKT's food basket programme, called 'Program Titipan Kasih', uses the MyKasih cashless payment system to render aid to lowincome households which are registered in the government's e-Kasih database.

To-date, more than RM 13 million has been channelled to 8,500 e-Kasih beneficiaries nationwide in the form of essential food items worth RM 80 per month, which they receive via their MyKad accounts. The beneficiaries use their MyKads to pay for provisions at participating retail outlets, ranging from hypermarkets to mini marts, at convenient locations.

With a grant of RM 3,072,000 for a one-year cashless food aid programme, Program Titipan Kasih kicked off in 2013 under the Ministry of Federal Territories and Urban Wellbeing (Kementerian Wilayah Persekutuan dan Kesejahteraan Bandar, 'KWPKB') with 3,200 e-Kasih beneficiaries in 63 locations. The programme was then renewed under KPKT with an additional grant of RM 6,720,000 for a two-year food aid programme commencing January 2014 to December 2015 for 3,500 urban eKasih beneficiaries in 87 locations.

Between January 2016 and December 2017, 1,800 e-Kasih beneficiaries were supported with food aid worth RM 3,456,000. The most recent renewal was for a one-year programme duration starting January 2018 and ending in December 2018 with a total grant of RM 1,824,000 to support 1,900 urban e-Kasih low-income households in 94 locations.

"With a nine-year track record, MyKasih has demonstrated a cashless welfare distribution system that is robust, efficient, secure and transparent. The system ensures that welfare is channelled to rightful recipients and used for their intended purposes without any cash exchanging hands. I hope the Malaysian government will consider the use of the MyKad beyond food aid – to manage welfare in a cashless manner for public transport, healthcare and children's education. This is in line with the government's directive to move towards a cashless society and to use the MyKad as an instrument for multiple services", added Tan Sri Dr Ngau.

We are thankful to KPKT for its continued faith in MyKasih and its cashless welfare distribution system. The Ministry is the first ministry in the country to have appointed MyKasih Foundation to deliver aid to eKasih urban poor families under Program Titipan Kasih

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



Recipients showing up for the Titipan Kasih briefing session and their first purchase under the cashless food aid programme.



Partner retail outlets under the Titipan Kasih programme include small, but wellstocked, provisions shops such as this one.



Recipients listening to a briefing session by a MyKasih officer.



Happy to fill the supermarket trolley with essential food items for her family.



A recipient showing his basket of goods placed at the outlet's cashier counter.



A cashier administering a cashless payment using a recipient's MyKad.

MyKasih

Hari Raya Aidiladha cheer for 135 families in Permatang Pauh, Penang



Permatang Pasir State Assemblyman, Faiz Fadzil Nor (far right) meeting with some of the productive poor, including the elderly who are caring for dependents and are struggling to make ends meet.

n 19 August 2018, 135 families in Permatang Pauh, Penang, received respite through a year-long MyKasih 'Love My Neighbourhood' food aid programme which will end in July 2019.

The new recipients, who hail from households earning no more than a monthly combined income of RM 1,500, will receive allowances of RM 80 per month through their MyKad account, which can be spent on a range of approved essential food items such as rice, cooking oil, eggs and bread, at participating retail outlets such as Mydin Mall (Bukit Mertajam), Econsave (Butterworth) dan Kedai Sri Shubam (Perai).

Present to launch the food aid programme at Mydin Mall Bukit Mertajam that day was Permatang Pasir State Assemblyman Faiz Fadzil Nor, accompanied by his counterparts from Seberang Jaya and Penanti, Dr Alif Bahardin and Norlela Ariffin respectively.

The recipient families were pleased to be able to shop for provisions in preparation for the Hari Raya Aidiladha celebrations on 22 August.

In addition to the 135 families, primary school students of Sekolah Kebangsaan Guar Perahu and Sekolah Kebangsaan Mengkuang in Bukit Mertajam, Penang, will benefit from the MyKasih 'Love My School' student bursary programme.

Starting January 2019, the selected student beneficiaries will receive monthly cashless bursaries worth RM 60 to pay for daily meals at the school canteen, as well as learning materials, such as books and stationeries, from the school bookstore.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said "MyKasih has to-date supported more than 3,240 families and students in Penang under the Love My Neighbourhood food aid and Love My School student bursary programmes. We are happy to welcome these s135 recipient families into the MyKasih family and we look forward to kicking off the school programme in SK Guar Perahu and SK Mengkuang next year."

100 percent of donations which MyKasih Foundation receives are channelled in full to the beneficiaries to ease their financial burden. We hope other corporations will come forward to support families and students through the food aid and student bursary programmes

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



A recipient takes her son with her during her first shopping under the MyKasih food aid programme.



A thumbs up from an elderly recipient and the cashier for the user-friendly method of paying for his groceries using his MyKad.



Recipients listening to the food aid programme briefing made interesting with a few jokes.



Recipients pleased with their first cashless shopping at the conclusion of the launch event.



MyKasih Foundation Trustee, Siti Khairon (front row, fourth from left) kicking off the MyKasih 'Love My Neighbourhood' food aid programme in Permatang Pauh, Penang, at Mydin Mall Bukit Mertajam with Mydin's Northern Regional Director, Dato' Dr Haji Saduruddin Gulam Husen (fifth from left), and Faiz Fadzil Nor (third from right).



Bursa Malaysia funds financial literacy for Perak Asli



The Pos Piah Temiar Orang Asli community gathered at Kampung Kedled for a one-day financial literacy workshop. The participants are recipients of MyKasih 'Love My Neighbourhood' food aid programme, where they receive a monthly allowance of RM80 for a year via their MyKad accounts to purchase essential food items at TF Value Mart Sungai Siput.

oing odd jobs as part-time labourers, selling petai (stink beans) and handicrafts are some of the ways the Temiar Orang Asli of Pos Piah in Perak earn a living. Located almost an hour and a half from the nearest town of Sungai Siput, the remoteness of the village greatly impacts the community's economic opportunities.

50 families from Pos Piah, who are recipients of the MyKasih 'Love My Neighbourhood' food aid programme sponsored by Bursa Malaysia, earn an average monthly income of RM 400 or less. In addition to food aid, Bursa Malaysia's contribution of RM 89,000 this year also funded a financial literacy and income-generation programme for the food aid recipient families.

On 5 September 2018, the first of a five-part financial literacy training programme kicked off with trainers from the Indigenous Peoples Network of Malaysia. Structured for rural Orang Asli communities, the first part of the financial literacy workshop focused on understanding the value of money, how to manage finances as a family, how to avoid getting into debt, as well as how and why it is important to save money for rainy days.

The upcoming workshop will be on income generation, focusing on craft making. A Mah Meri artisan from Carey Island, Selangor and two Temiar artisans from Gua Musang, Kelantan, will share their craft-making skills using pandanus and rattan as materials.



The participants were divided according to gender and age for group discussions on finance management.



Participants listing down their monthly expenses and preparing a budget plan.



Participants listed their monthly needs which comprised of food supplies, clothes and medicine. They also took note of how money is spent unnecessarily, such as on gambling.

Love My School

Student Bursary Programme

The MyKasih 'Love My School' bursary programme is an extension of MyKasih's welfare programme for low-income households.

Students from economically-challenged backgrounds are rendered assistance in the form of annual bursaries, which the students draw upon using a smartcard linked to their MyKad account to purchase school books and stationery from the bookstore, as well as meals at the school canteen.

DIFFERENT PRODUCT CATEGORIES

The bursary programme provides students with allowances via their MyKad-linked student smartcard to pay for their daily meals at the school canteen, as well as books and other learning necessities from the school bookstore.

The aid can be extended to include Back-to-School items such as uniforms, shoes, bags and stationery, to prepare the students for the new academic year.

Students may purchase approved essential items from four product categories.





Sri Nona's Ramadhan campaign aids 28 students in Selangor



Students of SK Kampung Tunku sampling food from Sri Nona's food trucks. Sri Nona made an appearance at the school as part of a meet-and-greet with the students who are benefitting from their Ramadhan campaign.

arlier this year, Sri Nona Food Industries and Giant hypermarkets teamed up to organise a two-month charity drive in conjunction with Ramadhan. For every pack of Ketupat Nona purchased between May 1 and June 31, 10sen will be donated to the foundation.

Sri Nona Food Industries, which manufactures traditional Malaysian food products such as ketupat (rice cake) and kaya (coconut-based jam) under the brand Nona, had made a similar contribution in 2014 to MyKasih Foundation in support of the 'Love My Neighbourhood' food aid programme. Their contribution supported 23 low-income households, who shopped for monthly provisions at their neighbourhood Giant outlet using their MyKad.

During the cheque presentation at Giant Hypermarket Shah Alam on 20 August 2018, Sri Nona's Corporate Communications Executive, Nurul Amira Othman, said, "We feel honoured to be able to support MyKasih's initiative in providing for families in need. We are assured that donated funds are channelled in full to rightful beneficiaries in a targeted, secure and efficient manner via the beneficiaries' MyKads and that the funds are used for their intended purpose."

"This time, our contribution will support 28 students through the MyKasih 'Love My School' student bursary programme. With proper nutrition and learning materials, we hope the students will be able to participate fully in school and achieve their best potential. This, we believe, is the most sustainable way to break out of the poverty cycle", added Amira.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his gratitude to both Sri Nona and Giant for their generosity and continued support of MyKasih Foundation.



For every pack of Ketupat Nona sold between 1 May and 31 June this year, 10 sen was channelled to MyKasih Foundation.

Every ringgit goes a long way, especially for families who are struggling to put food on the table and to keep their children in school. We truly appreciate this gesture from Sri Nona and Giant, and hope that the students they will be supporting under this programme will make the best of their charitable giving.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat

Yong Pang Chaun & family supportsMyKasih 134 Asli kids in Bentong, Pahang



Madam Mary Yong (left), presening a mock cheque to Sekolah Kebangsaan Sungai Dua's headmistress, Zaleha Othman (right) and witnessed by MyKasih Foundation Trustee Datuk Yacoob Amin.

134 Temuan Orang Asli students of Sekolah Kebangsaan Sungai Dua in Bentong, Pahang, gave a warm welcome to Madam Yong and Padini Society members who visited the school on 25 July 2018 to launch the MyKasih 'Love My School' student bursary programme.

Yong Pang Chaun, who is Padini Holdings Berhad's Managing Director, made a personal contribution of RM 100,000 on behalf of his family to support all 134 Orang Asli students with cashless bursaries and the refurbishment of the school's computer laboratory.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "We are deeply grateful to Yong Pang Chaun and his family for their generosity. The support will lighten the burden shouldered by the families of the students who are financially struggling to keep them in school."

In praising the programme, SK Sungai Dua headmistress, Zaleha Othman, said, "The students of SK Sungai Dua come from 12 surrounding Orang Asli villages in Bentong. One of our greatest challenges is to increase student attendance in school as absenteeism and dropouts are common among the Orang Asli, mainly due to poverty. Since the Love My School programme started this year, we have observed a notable increase in student attendance as the students are now assured of meals, learning materials and stationeries to be able to study comfortably."

"The contribution from the Yong Family goes a long way in helping us to educate the children. We are thankful that SK Sungai Dua was chosen as a beneficiary of the Love My School programme and we hope the assistance will continue for years to come for the benefit of the children," added Zaleha.



Madam Yong (right) observing the demonstration of the cashless purchasing using the MyKasih smartcard, with SK Sungai Dua's headmistress, Zaleha Othman (second right) looking on.



In her opening address, SK Sungai Dua's headmistress, Zaleha Othman, explains that absenteeism is one of their biggest challenge.



SK Sungai Dua's computer lab is now fitted with 21st century learning equipment such as new laptops, a projector and printer.



During the launch, Padini Society members gave out brown caps to all students of SK Sungai Dua.



All 134 Orang Asli students, predominantly from the Temuan ethnic group, are now supported under the MyKasih 'Love My School' programme thanks to the generosity of Yong Pang Chaun and family.



Mitsubishi Corporation adopts rural Asli school in Endau-Rompin, Johor



The Jakun Orang Asli live harmoniously within the forest of the Endau-Rompin National Park.

ampung Peta is a Jakun Orang Asli village of about 600 persons in 90 families located at the entrance of the Endau-Rompin National Park in Johor. Therein lies Sekolah Kebangsaan Kampung Peta, a modest school with a student population of 37. Like all the other Orang Asli students across Peninsula Malaysia, academically, they fall far behind their peers.

Mitsubishi Corporation, which was already engaging the community and supporting a forest rehabilitation and environmental protection project in the same area, reached out to MyKasih Foundation to develop a two-pronged strategy aimed at improving the learning experience of the children of Kampung Peta.

The first strategy is to provide cashless bursaries for the students of SK Peta. The second is to refurbish the Community Cultural &

Education Centre. This is to provide an avenue for the children to receive both cultural and mainstream pedagogy which are crucial to their heritage and which will help ease their transition into mainstream school.

37

In August 2018, SK Peta student beneficiaries began receiving their monthly cashless bursaries under the Love My School programme sponsored by Mitsubishi Corporation.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "I would like to extend a warm welcome to Mitsubishi Corporation as a new donor to MyKasih Foundation. We are pleased to be able to play our role in channelling aid from corporate citizens like Mitsubishi Corporation to positively impact the community they have chosen."

Thank you for choosing MyKasih as a partner to support the company's efforts in uplifting the lives of the Jakun Orang Asli of Kampung Peta. We look forward to a successful year of doing good for this community by investing in the education of their children

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



With the grant from Mitsubishi, English and Bahasa Malaysia language 'clinics' were held on 10-11 October 2018



The grant also supported a 3-day educational field trip to the Endau Rompin National Park in conjunction with Science and Nature week on 8-10 October.



All 37 students of SK Peta are adopted under MyKasih 'Love My School' programme, each receiving a cashless allowance of RM 60 per month to spend at their school canteen and bookstore.

MyKasih's Orang Asli Children's Education Fund

Children of Orang Asli families are not left behind in our efforts at providing them the opportunity to develop to their fullest potential. The MyKasih Orang Asli Children's Education Fund was set up to support indigenous children in national schools and those attending after-school classes at community-based learning centers.

The fund ensures that Orang Asli children, especially those in rural areas are able to attain an education by catering to the unique needs of the community.

DIALOG

SK Bukit Lanjan (Asli) celebrates World Indigenous Peoples' Day



Students of SK Bukit Lanjan prepare to greet guests with a traditional performance.

he International Day of the World's Indigenous Peoples is commemorated each year on 9 August. Sekolah Kebangsaan Bukit Lanjan (Asli), a primary school for the Temuan indigenous children of Damansara Perdana, Selangor, held a celebration with its key stakeholders, namely the Ministry of Education, DIALOG Group, MyKasih Foundation, Pintar Foundation, Equinas, and the Desa Temuan community.

The school organised a sharing session about native Temuan traditions, as well as the school's history since its establishment in 1950, its journey and achievements thus far.

The event was officiated by the Secretary-General from the Malaysian Ministry of Education, Dato' Dr Mohd Ghazali Abas, witnessed by the District Education Department Head, Prof. Dato' Dr Ab Rahim Selamat.

During the walkabout in the school, projects funded by DIALOG Group via MyKasih Foundation were showcased, such as the edible garden project, the 21st Century classrooms equipped with IT equipment, and the Lanjan Tigers rugby team's wall of fame.

The celebration ended with local foods prepared by the community, such as cassava, ulam (traditional salad of fresh leaves and vegetables) and durians.

MyKasih Foundation currently supports close to 8,000 students in 106 schools through the 'Love My School' bursary programme, out of which, about 4,500 student beneficiaries in 30 schools are Orang Asli.



Representatives of the Ministry of Education sampling local fruits served by the school.

PDK Cenwaey Penaney organises **MyKasih** an outing for Semai children



Students of PDK Cenwaey Penaney learning center holding up forest fruits and plants that are commonly used for traditional medicinal purposes. These fruits and plants were displayed during their village celebration of the International Day of the World's Indigenous Peoples on 9 August.

n conjunction with the International Day of the World's Indigenous Peoples on 9 August 2018, Pusat Didikan Komuniti (PDK) Cenwaey Penaney, an Orang Asli learning center in Kampung Ulu Tual, Raub, brought their students to Camp Libong for an educational field trip.

During the 3-day field trip, the Orang Asli teachers took 20 students into the forest to collect wild fruits and medicinal plants as part of their hands-on traditional knowledge syllabus.

Thereafter, the students held an educational showcase of their harvest to visitors from the city by organising a small feast on 9 August. The celebrations also included traditional games and sports which both the adults and children participated in.

Kampung Ulu Tual Headman, Batin Harun Siden, explained, "We brought the students into the forest to learn about traditional foods and plants because we do not want the knowledge to be lost. For us Orang Asli, this knowledge, passed down from generation to generation, is an important part of our culture."

PDK Cenwaey Penaney, which means "Smart Start" in Semai language, is an Orang Asli learning center supported by MyKasih Foundation since 2016. The learning centre holds extra classes for the school-going children of Kampung Tual as well as for children who have dropped out of school for reasons such as poor adaptability or inability to cope with formal lessons.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "Such outdoor classroom learning activities have inspired us to support edible garden projects in mainstream schools. We believe that these activities help the children understand important concepts of nutrition and healthy living, as well as biodiversity. Edible garden projects also help educators teach languages, mathematics and science in a fun way. We are excited to be given this opportunity to support a culturallyimportant educational activity such as this one. We hope more community learning centres and schools will adopt this activity module for their students."



For Orang Asli children, the jungle is their classroom.



The educational trip lasted 3 days 2 nights. The students of PDK Cenwaey Penaney learnt about the uses of various forest produce.



Students proudly showcasing the traditional plants collected from the forest. Many of them are learning about these plants for the first time.



Wild roots and fruits shown by the students were used by their elders to treat various ailments.



A traditional meal was cooked using produce collected during the educational field trip.



Rice, chicken and fish were cooked in bamboo, locking in the flavor and aroma.



This outdoor classroom style of teaching and learning is practiced in PDK Cenwaey Penaney, incorporating traditional knowledge with mainstream education.

Supplementary Assistance Programmes

With funding from donors and support from trainers and community partners, MyKasih carries out supplementary assistance programmes to provide recipient families with the opportunity to become empowered and financially independent to lead a better life.

- + Skills and Entrepreneurship Training are conducted by accredited trainers to empower MyKasih participants with the knowledge and skills to realise their full potential and achieve financial independence.
- **Health Screenings** are organised with the Ministry of Health and National Population and Family Development Board (locally known as 'LPPKN').
- + Job Training and Placement opportunities are given to recipients and their family members to become gainfully employed. In collaboration with retail partners and civil society organisations, employer interviews and hire suitable candidates from the MyKasih database.
- **Tuition and Scholarship**. MyKasih collaborates with tuition providers and various colleges and universities to provide our beneficiaries with tutorial support and award the high-achievers with scholarships.

DIALOG

DIALOG treats Asli students to an educational field trip



KidZania Kuala Lumpur is designed to encourage learning through role-playing activities. Featuring over 90 professions working within a real economy, KidZania allows kids to transcend the boundaries of the grown up world to play their part in a community and also experience the tricks-of-the-trade of their dream careers.

n 11 August 2018, 69 Orang Asli students and 17 teachers from Sekolah Kebangsaan Penderas, an Orang Asli school located in Kuala Krau, Temerloh, Pahang, were treated to a fun day out in KidZania in Petaling Jaya, Selangor, and the Planetarium in Kuala Lumpur.

The objective of the trip was mainly educational, i.e. to give the students, who hail from economically-challenged backgrounds, exposure to possible career aspirations and a memorable experience in a city located a 2.5-hour drive from their village.

At KidZania, the students were given 50 kidzos (KidZania currency) to begin their 'life in the city'. The KidZania experience is about real-life experiences, empowering, inspiring and educating kids through role-play. The indoor edutainment center offers a variety of activities to give children a sense of vocation. More importantly, the children have a safe environment to explore the child-size city within and learn about the world of adults.

After the KidZania outing, the students were brought to the National Planetarium at Bukit Kiara, Kuala Lumpur, where they learnt about science, the planets, the solar system, and astronauts in the most fun and interactive way.

Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat, said, "We are happy to be able to provide opportunities to the MyKasih student beneficiaries to explore and experience KidZania. Through role-play, the students gain a sense of the working world, the wide range of career opportunities available, and are able to learn about the value of money."

SK Penderas' Senior Officer for Co-curriculum, Zaidi bin Abu, said, "We are grateful for the support and opportunity given

to our students to enable them to experience KidZania and the Planetarium, as well as to see the skyscrapers of Kuala Lumpur. Being children of low income earners and especially from the Orang Asli community in Pahang, this experience would have been just a dream. We hope that DIALOG and MyKasih will continue to support our school through the Love My School programme".



Jobs in KidZania Kuala Lumpur reproduce scenarios that kids will face during adult life. This provides a way to positively influence how children relate and respond to an environment. Role-playing also gives children an opportunity to make their own decisions and develop a culture of continuous learning and accountability.





The #KitaCipta Planting Tomorrow programme was officiated by the State Entrepreneur, Micro Industry and Hawkers' Affairs Committee Chairman, Mohd Nurkhuzaini Ab Rahman (centre, in striped shirt) on 18 August 2018 in Kuala Nerus, Terengganu. Also present were the 100 programme participants, PETRONAS East Coast Region General Manager, Wan Mohd Hasnan Abdullah (centre, in white), PETRONAS' Head of Communications Management, Lita binti Osman (front row, in light blue headscarf), and Seberang Takir Assemblyman, Datuk Seri Ahmad Razif Abdul Rahman (front, in batik).

ETRONAS launched another programme in Terengganu, called '#KitaCipta Planting Tomorrow', for the benefit of 100 single mothers and wives of fishermen in the Kuala Nerus district.

PETRONAS East Coast Region General Manager, Wan Mohd Hasnan Abdullah, said the programme involved training to equip participants with the necessary knowledge and skills to enable them to earn income for the family.

"We are working with MyKasih Foundation and the Kuala Nerus District Office to implement the programme, which will help the 100 participants generate income. We hope this will provide them with an opportunity to improve their living conditions and quality of life of their families," he said, adding that some of them had been able to carry out small businesses.

The #KitaCipta programme involved a six-month training programme for participants to equip them with the necessary knowledge and skills to enable them to become successful entrepreneurs.

According to Wan Hasnan, Planting Tomorrow is a continuation of 'Program Sentuhan Kasih PETRONAS' which was launched earlier in April involving 5,400 families in eight states, out of which, 400 reside in Kemaman, Dungun and Kuala Nerus districts of Terengganu.

Under Sentuhan Kasih, participants are given monthly allowances of RM80 for a year via their MyKad accounts to purchase essential food items at participating retail outlets under the MyKasih 'Love My Neighbourhood' food aid programme.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his gratitude to PETRONAS for their on-going support. "PETRONAS has been carrying out its corporate responsibility programmes in collaboration with MyKasih Foundation since 2010. Under the 'Program Sentuhan Harapan PETRONAS' banner, food assistance was provided to 13,500 families and training programmes were conducted for 700 participants in Peninsular Malaysia, as well as Sabah and Sarawak."

We are extremely grateful to PETRONAS for their continued collaboration with MyKasih Foundation and we look forward to jointly executing more of its corporate responsibility initiatives in the future

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



A participant and her food business which she intends to scale-up using tools and knowledge from the #KitaCipta programme.



Participants receiving the programme training kits from the State Entrepreneur, Micro Industry and Hawkers' Affairs Committee Chairman, Mohd Nurkhuzaini Ab Rahman.



PETRONAS East Coast Region General Manager, Wan Mohd Hasnan Abdullah addressing the audience at the opening of the #KitaCipta Planting Tomorrow programme.



Participants listening to the overview of PETRONAS' #KitaCipta Planting Tomorrow programme and its mission to assist low-income households in improving their quality of life.



Wishing the 100 Kuala Nerus participants all the best as they embark on the six-month #KitaCipta Planting Tomorrow programme.

DIALOG Lanjan Tigers' roaring victory in Seremban, Negeri Sembilan



Tiny, but mighty. SK Bukit Lanjan's Lanjan Tigers under-10 rugby team have grown stronger and more confident on the field with consistent training and exposure to tournaments.

ith DIALOG's support, Sekolah Kebangsaan Bukit Lanjan's under-10 rugby team, the Lanjan Tigers, participated in the Wawasan Invitational 7's Cup 2018 nationals on 11 August at Sekolah Kebangsaan Wawasan in Seremban, Negeri Sembilan.

The national championship saw participation from many other schools throughout Malaysia, with the Lanjan Tigers being the only school rugby team with 100 percent Orang Asli students.

Despite a discouraging start, Lanjan Tigers claimed victory as champions in the Cup Category after defeating Team R10 Tigers from Kuala Lumpur with a 17-15 score during the finals.

Earlier this year, DIALOG contributed RM 18,800 for SK Bukit Lanjan and the Lanjan Tigers to host the Selangor rugby championships on 7-8 April in Damansara Perdana, Selangor, which saw 24 teams competing. Lanjan Tigers were champions in the Shield category.

DIALOG has committed to sponsoring 20 members of the Lanjan Tigers to participate in a 7-day rugby training camp prior to representing the state of Selangor in the national championships in Skudai, Johor, in October 2018.

DIALOG's support of the Lanjan Tigers since their formation in 2015 has shown positive results. One Lanjan Tiger has been selected to represent Selangor by the State Selection Committee (Jawatankuasa Pemilihan Negeri).

The Lanjan Tigers have been actively participating in various district and state-level rugby tournaments and have achieved commendable placings, having emerged as champions in some categories. The steady progress and achievements of Lanjan Tigers have been noticed by the Malaysian Minister of Education, Dr Maszlee Malik, who has since met with the team in Putrajaya to offer encouragement and support.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "The 188 students of SK Bukit Lanjan hail from economically-challenged backgrounds and are beneficiaries of the MyKasih 'Love My School' bursary scheme sponsored by DIALOG since January 2014. DIALOG expanded the scope of its assistance to include sponsorships of study camps, 21st Century Classroom Transformation project (ICT infrastructure enhancements), annual sports carnivals, the edible garden project and the Lanjan Tigers rugby team."

"Our involvement with this Orang Asli school over the years has shown that the children have the ability to excel, be it academically or in sports, provided they are given the opportunity and support to do so. With this promising future for the energetic students of SK Bukit Lanjan, DIALOG is proud to be able to support them as part of its corporate social responsibility initiative to give back to communities where we operate," said Tan Sri Dr Ngau, who is also the DIALOG Group Executive Chairman.





Official results for the Lanjan Tigers....

Grouping Stage

Lanjan Tigers vs SK S18 (14 - 0) Lanjan Tigers vs SK Lui (15-0) Lanjan Tigers vs Rangers (12-0)

Quarter Final Category Cup/Plate

Lanjan Tigers vs ACS Klang (5-0)

Semi Final Category Cup Lanjan Tigers vs SK Pulau Indah (10-5)

Final Category Cup Lanjan Tigers vs Wangsa Maju R10 (17-15)





Two Lanjan Tigers work together towards a try.



A quick huddle with their coach to plan their next play.



Lanjan Tigers were invited to meet with the Malaysian Minister of Education, Dr. Maszlee Malik (back row, third from left) in Putrajaya on 19 September 2018.



Cold Storage supports Asli students in school



40 MyKasih student beneficiaries from SK Bukit Lanjan (Asli) Damansara Perdana participated in the Malaysia Day Kids Run and the cheque presentation ceremony by Cold Storage.

old Storage Malaysia organised a Kids Run on Malaysia Day, 16 September 2018, at Central Park, Bandar Utama, Petaling Jaya. The event brought cheer to 40 MyKasih student beneficiaries of Sekolah Kebangsaan Bukit Lanjan (Asli) Damansara Perdana, who partook in the run alongside 1,200 other children and their parents.

Back for its second year running, the initiative aimed to promote the importance of living a healthy lifestyle and inculcating that lifestyle from a tender age. A total of RM40,000 from the Cold Storage Kids Run 2018 proceeds was channelled to MyKasih Foundation in support of the Love My School children's education fund.

Speaking at the event, GCH Retail Malaysia Managing Director, Pierre-Olivier Deplanck, said, "We wanted to create a fun activity that our customers and family can participate and at the same time impart educational messages in an exciting manner. Cold Storage Malaysia is proud to call the Kids Run initiative one of our best efforts in promoting a balanced and healthy lifestyle."

In 2017, Cold Storage Malaysia held its inaugural Kids Run with 1,000 children and adults, including 40 MyKasih student beneficiaries, who navigated the route and obstacle courses set at the same location, Central Park. RM 20,000 from the Run's proceeds were channelled towards the MyKasih 'Love My School' student bursary programme in SJK (T) Ladang Wellesley in Kedah.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, expressed his gratitude to Cold Storage for their generosity and continued support of MyKasih Foundation. "We are thankful to receive this RM 40,000 contribution which will go towards the MyKasih 'Love My School' student bursary programme to aid 55 students from low-income households. The foundation currently supports 6,500 students in 101 schools, out of which, 30 are Orang Asli primary schools."

In addition to providing the students with cashless bursaries, the Love My School programme also supports supplementary activities such as tuition, annual sports days, edible garden projects and installation of computer labs for 21st-century learning.

"We truly appreciate this gesture from Cold Storage and hope that other companies will come forward with their charitable giving to support kids in school through the Love My School programme", said Tan Sri Dr Ngau.



Children dashing off right after the flag-off.



A student from SK Bukit Lanjan closing in towards the finish line.



While some still had energy to run towards the finish line, many were walking as they approached the end of the course.



Cold Storage booth vendors giving away goodies to the children.



MyKasih student beneficiary, Kamarul Suhairi from SK Bukit Lanjan, won the Grand Lucky Draw Prize – a trip to Legoland with his family!.



MyKasih Foundation Trustee, Siti Khairon (left), accepting the cheque contribution from GCH Retail Malaysia Sdn Bhd's Chief Executive Officer, Pierre-Olivier Deplanck (right), accompanied by GCH Retail Malaysia Sdn Bhd's Marketing Director, Saki Goh. The RM 40,000 contribution will support 55 primary students under the MyKasih 'Love My School' bursary programme.

MAKE A DIFFERENCE

Join us today! Contribute to MyKasih Foundation and make a difference in your neighbourhood.





All donations received will be deposited directly to MyKasih Foundation and held in trust. MyKasih Foundation will oversee all expenditure and disbursements to ensure that your funds are used strictly for their intended purposes. All donations to MyKasih Foundation are tax-exempted.

Donations can be made via the following channels.



Payable to "MyKasih Foundation" to:

MyKasih Foundation DIALOG TOWER, No. 15, Jalan PJU 7/5, Mutiara Damansara, 47810 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Please provide the following particulars on the reverse side of your cheque.

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Corporate Donor

Full name of company, company registration number, company mailing address and details of main contact person.

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Contributions via credit card (Mastercard or VISA) through our secured website at:

www.mykasih.com

Corporate and individual donors will receive reports that show how their funds have been utilised for the families or students they have adopted under the MyKasih "Love My Neighbourhood" food aid programme or the MyKasih "Love My School" student bursary programme.



For further information, please contact us at info@mykasih.com or +603 7720 1888.

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- Yong Pang Chaun & Family
- Performance Management Delivery Unit, Prime Minister's Department
- Sarawak Ministry of Welfare, Women and Community Wellbeing

Pertubuhan Komuniti Kasih Selangor

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