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MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION | ISSUE 8 | JANUARY 2014



MyKasih spreads its wings to Indonesia



CALTEX FUEL YOUR SCHOOL
raises more than
RM500,000 to support
classroom projects.

Full story on page 21



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CHAIRMAN'S MESSAGE

Dear Friends,

MyKasih Foundation has had a spectacular run in 2013. Not only did we mark the end of year with a total outreach of 170,545 recipient families through the MyKasih food aid and student bursary programme, we had also achieved some significant milestones as a charity that does welfare with a technological difference.

Spearheaded by PEMANDU in partnership with the Ministry of Health and the Sarawak State Government, the MyKasih system was tested in rural areas for the very first time where 333 Penan indigenous families residing in the remote settlements in Miri and Bintulu are now given monthly food aid under a one-year pilot programme.

Together with the Johor State Government, a joint welfare programme called Program Tautan Budi has expanded its scope of monthly food aid for 1,200 families to include public bus transportation allowance for 100 selected underprivileged school-going children in Pasir Gudang. This is a pilot project being monitored closely by the Johor State's Economic Planning Unit.

The Titipan Kasih food basket programme with the Ministry of Urban Wellbeing, Housing and Local Government for 3,200 urban poor families was well-received and will continue for another year. We are thankful to PEMANDU and the Ministry for the faith and support of the programme.

Corporate Donors which have supported us over the years have also renewed their CSR commitment for 2014, which provides us with much impetus to continue the good work that we do in the community.

On that note, I would like to welcome on board a new donor, CLSA Chairman's Trust from Hong Kong, for their support of 150 Orang Asli families in Pahang under the MyKasih 'Love My Neighbourhood' food aid programme.

In this issue of MyKasihNews, we highlight activities that reflect the year-end 'Back-To-School' season, where partners like GCH Retail Malaysia (Giant), Mediviron-UOA Clinic, and Present & Pleasant Enterprise, amongst

others, have collaborated with MyKasih on fund-raising campaigns to help poor students ease the financial burden of starting the new academic year.

We would also like to share some inspiring success stories which have emerged from the training programmes we have conducted in the communities. 2013 sees us graduating more than 800 recipients from skills training and entrepreneurship programmes which have empowered them to become financially independent.

Taking it a step further, MyKasih plans to focus more energy this year into providing welfare recipients with job training and employment opportunities to not only help them earn a decent living, but also propel them beyond their personal limitations to do better for themselves and their families. Our pilot collaboration with Giant and Lux Asia Foundation are two examples of this training and job matching initiative which we have embarked on.

Not forgetting the youth, our collaboration with Yayasan Cemerlang which kick-started in June 2013 continues into 2014 as we screen for eligible school-leavers for scholarships to pursue higher education with Universiti Tun Abdul Razak. This issue features the newest addition to the group of MyKasih scholars – the 9th Tun Rahah Scholarship recipient, Thivya Balakrishnan.

As we gallop steadily into 2014, I would like to urge companies and individuals to join us on this philanthropic journey in reaching out to the poor and helping them deal with the daily struggles of poverty through holistic programmes encompassing food aid, education, training, and employment.

Together, we can make a meaningful difference in the lives of many.

Warm wishes,
Ngau Boon Keat
Chairman & Co-Founder

Overview of MyKasih

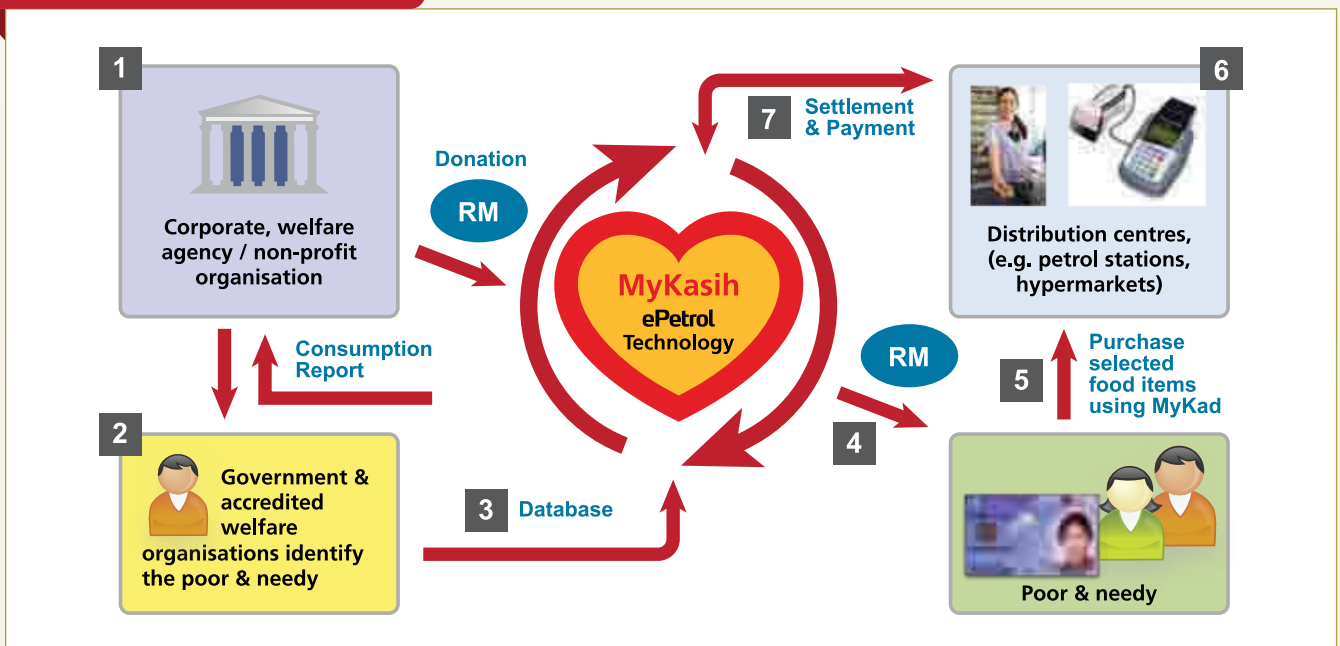
Revolutionising charity through a systemised welfare management solution using MyKad



Established in April 2009, MyKasih Foundation is a charity organisation founded by Dialog Group's Executive Chairman Dr Ngau Boon Keat and his wife 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 ePetrol Services 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.

How MyKasih Works



- 1 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.
- 3 Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- 4 RM 40 is deposited into the recipient's MyKad account twice a month.
- 5 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.
- 6 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 ePetrol then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



MyKasih 'Love My School' 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.my.



1 Student selects food



2 Student presents MyKasih Card & keys in 4-digit PIN



3 Student keeps receipt to track expenses



- 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 RM 30-40 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.
- ePetrol administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



Board of Trustees



DR NGAU BOON KEAT
Chairman & Co-Founder



DATUK BADLISHAM
GHAZALI



TAN SRI DATO' SERI MEGAT
NAJMUDDIN BIN DATO'
SERI DR HJ MEGAT KHAS



YBHG DATUK DR REBECCA
FATIMA STA MARIA



HO KAY TAT



SENATOR DR CHRISTOPHER
JOHN BACK



PUAN SITI KHAIRON
BINTI SHARIFF



DATUK YAACOB
BIN MD AMIN

MyKasih Today

Thanks to the generous financial support from corporate and individual donors, retail partners, as well as government agencies, MyKasih Foundation has reached out and provided food aid to 170,545 underprivileged families and students in more than 130 locations all over Malaysia, including Sabah and Sarawak. Out of the 170,545 beneficiaries, 6,500 are primary and secondary students from 115 schools who are benefitting from the MyKasih 'Love My School' student bursary programme.

Retail partners which have come on board to serve recipient families under the food aid programme now number more than 250 outlets - ranging from chain supermarkets to small community sundry shops.

The Ministry of Urban Wellbeing, Housing and Local Government; the Johor and Sarawak State Governments, Selangor Zakat Board (Lembaga Zakat Selangor), and the Negeri Sembilan Islamic Religious Council (Majlis Agama Islam Negeri Sembilan) have since appointed MyKasih Foundation to use the innovative and efficient Mykad solution for their existing welfare programmes, which encompass food aid and public transportation.





A moment with

TAN SRI
DATO' SERI
MEGAT
NAJMUDDIN

Tan Sri Dato' Seri Megat Najmuddin Datuk Seri Dr Haji Megat Khas, who is President of the Federation of Public Listed Companies Bhd (FPLC) and the Malaysian Institute of Corporate Governance (MICG), was appointed as MyKasih Foundation Trustee in September 2009. Here, he talks about the virtues of good governance and how MyKasih Foundation's unique cashless welfare management system plays an important role in directing charitable funds to the intended recipients in a cost-effective, secure and transparent manner.

What excites you about MyKasih Foundation.

The MyKad technology that drives MyKasih's welfare programme has controls in place which ensures that funds vested by donors are used as intended. The MyKasih cashless payment system, which operates on the MyKad chip technology, allows MyKasih and its donors to track exactly how the beneficiaries are using those funds.

The MyKasih 'Love My Neighbourhood' food aid programme provides low income households with monthly food aid directly through their MyKad. The beneficiaries are able to shop for approved essential items from a participating retail outlet and pay for it using their MyKad. This is a more transparent, efficient and cost-effective approach compared to having to physically deliver aid door-to-door.

Similarly with the MyKasih 'Love My School' student bursary programme, student beneficiaries use their MyKad-linked student smartcard to purchase food at the school canteen, as well as books and stationery items at the school bookstore. This relieves low income households from the financial burden of educating their children.

Dialog Group Berhad ("DIALOG"), through its subsidiary ePetrol Services Sdn Bhd, had invested heavily (and continues to do so) in the development of the smartcard technology that ensures donor funds are appropriately administered. There is proper book-keeping, checks and balances. Bank Negara, the regulator which licenses and monitors this cashless payment system ensures this.

Another exciting milestone for MyKasih recently is that the system is able to operate in areas with no telephone connectivity or mobile coverage. MyKasih is conducting a pilot food aid programme in collaboration with the Sarawak State Government for the rural Penan indigenous communities. Malnourished families, especially children, in the rural areas can therefore have access to better nutrition which will hopefully improve their general wellbeing.



What do you envision for MyKasih Foundation.

I see MyKasih Foundation becoming a major player in the corporate responsibility (CR) arena in the country. With the support of donors and the extensive network of retail partners, MyKasih is a cost-effective conduit for charitable funds to be channelled in the right direction.

Malaysia has sound policies and good intentions when it comes to charity and corporate philanthropy, however, the implementation and delivery of such programmes leaves much to be desired.

Poverty eradication remains one of the main focus areas of the Malaysian Government. Raising the living standards of low-income households in order to meet the country's vision of becoming a high-income nation requires a comprehensive approach which includes helping the vulnerable segment of society cope with escalating costs of living.

This would be executed through a structured long-term welfare programme, as well as skills and capacity building to equip them with the know-how to survive on their own two feet. Not to mention putting the younger generation through formal education and seeing them complete, at minimum, up to secondary level.

A sound poverty reduction strategy requires good governance. Plugging leakages using a transparent and efficient system like MyKasih's would mean being able to channel more aid and have sufficient funds to extend more community development programmes to the poor who need it most.

The role you play as a Trustee.

As a Trustee, I would like to bring the Foundation to greater heights – to be a major player in the country's management of welfare distribution. The use of the sophisticated MyKad as a payment instrument needs more awareness and promotion.

On that note, I hope to encourage more companies, both the GLCs and MNCs, to consider adopting the MyKasih programme as one of their CR initiatives, targeted at helping the poor in our country cope with the rising cost of living.

I do believe that poverty is man-made and can be abolished altogether if the agenda is appropriately institutionalised and streamlined across all sectors - be it government, private or civil society; and that there is close cooperation between the parties and agencies involved.

TAN SRI DATO' SERI MEGAT NAJMUDDIN BIN DATO' SERI DR HJ MEGAT KHAS was appointed as a Trustee of MyKasih Foundation in September 2009. He currently sits as the Non-Executive Chairman of 4 public listed companies, i.e. Asian Pac Holdings Berhad, Formis Resources Berhad, MajuPerak Holdings Berhad and SEG International Berhad. He holds an Honours Degree in Law from University of Singapore. He is prominent in the corporate sector and holds several important posts. He is the President of both the Federation of Public Listed Companies Berhad ("FPLC") and the Malaysian Institute of Corporate Governance ("MICG"). He was a member of the High Level Finance Committee of the Ministry of Finance and Capital Market Advisory Council of the Securities Commission ("CMAC"). He was a member of the 2nd National Economic Consultative Council ("NECC2") and the Central Bank's Corporate Debt Restructuring Committee ("CDRC"). He sat on Bursa Malaysia's (previously known as KLSE) Listing Committee for 10 years. He is a Non-Executive Independent Director of PETRONAS and chairs the Board's Risk and Governance Committee. He sits on UMNO Malaysia's Disciplinary Committee. He is also active in the Institute of Integrity Malaysia ("IIM"), Transparency International Malaysia (TIM), and an Adjunct Professor at Faculty of Law, UUM. He is currently sits as a member of Bank Negara Malaysia's Financial Directors' Education Steering Committee and Advisory Board of Malaysian Anti-Corruption Commission (MACC).

Q4

MyKasih

'Love My Neighbourhood'

Programme Launch, November 2013 - January 2014

LAUNCHES



SUPPORTS MYKASIH THROUGH BACK-TO-SCHOOL CAMPAIGN AND MORE

Giant
"BACK TO SCHOOL"
CHARITY DRIVE
 4 Dec 2013 – 5 Jan 2014

MyKasih
 Love My Neighbourhood

www.mykasih.com.my

For every unit sold, a portion will be donated to MyKasih Foundation as per the amount stated on the participating products indicated in this page

In December 2013, hypermarket retailer GCH Retail (M) Sdn Bhd, the owner of Giant, launched a Back-To-School charity drive in support of MyKasih Foundation.

The donation campaign ran for a period of one month from 4 December 2013 to 5 January 2014, whereby for every unit of selected school items sold, a portion of the sales proceeds will be donated to MyKasih Foundation.

BACK TO SCHOOL OFFERS!

- FABER CASTELL Grip X Ball Pen (Assorted Colours) N.P. 3.99 **2.99**
- FABER CASTELL Tri-Click Mechanical Pencil N.P. 3.79 **2.99**
- MyKasih Love My Neighbourhood PAPERMATE Junior / Advance Set N.P. 4.49 **2.99** each
- STAEDTLER 2B Pencil 12's N.P. 10.99 **6.99**
- MyKasih Love My Neighbourhood STABILO 2B Pencil Box 12's N.P. 14.98 **2 for 10.00**
- MyKasih Love My Neighbourhood PAPERMATE Glue Pen 2's 45% N.P. 3.79 **2.99** per set
- FABER CASTELL Tri-Grip Colour Pencils 12F N.P. 7.49 **4.99**
- MyKasih Love My Neighbourhood STABILO Swans 3.8mm Colour Pencils 12F N.P. 9.49 **6.99**
- MyKasih Love My Neighbourhood STABILO Swans Colour Pencils 24L N.P. 12.49 **8.99**
- MyKasih Love My Neighbourhood STABILO Swans Jumbo Colour Pencils 18's N.P. 17.99 **12.99**
- STAEDTLER Twin Pack Colour Pencils 24L N.P. 26.99 **19.99**
- FABER CASTELL Watercolour Pencils 24L N.P. 28.99 **19.99**
- ECOMAZ A4 Ring Binder File N.P. 5.00 **5.00** each
- ABBA A4 Management File 6's N.P. 12.99 **7.99** per set

The selected items offered by Giant under the month-long Back-To-School charity drive.

Separately on 18 December 2013, Giant presented MyKasih with a cheque contribution of RM 470,000 in support of the MyKasih 'Love My School' student bursary programme. Under this programme, registered student beneficiaries from adopted schools are able to purchase food daily from the school canteen, as well as books and stationary items from the school bookshop using their MyKasih smartcard which is linked to their MyKad.

GCH Retail (M) Sdn Bhd General Manager of Marketing, Norine Erica Majaman said, "The management of Giant is particularly keen to support children's education through the Love My School programme."

"In line with our corporate responsibility objective to help the poor, we are contributing a percentage from the sale of goods purchased through the MyKasih food aid programme back to the Foundation to help further their community development activities," added Norine.

MyKasih Foundation Managing Director Jeffrey Perera commended Giant for their public spiritedness. "We admire Giant's sensitivity towards the plight of the underprivileged. Their kind gesture in lending these families a helping hand through the MyKasih programme demonstrates the seriousness of the role they play as a responsible corporate citizen," said Jeffrey.

Giant was the first hypermarket chain in Malaysia to join hands with MyKasih Foundation as a retail partner. As Malaysia's market leader in grocery retail industry, Giant's strategically-located outlets nationwide support the MyKasih 'Love My Neighbourhood' food aid programme which serves MyKasih beneficiaries who come from urban and suburban low-income households – typically families with children and other dependents.

Starting with Giant's outlet in Bandar Kinrara, Puchong in July 2009, 58 of Giant's outlets now serve welfare beneficiaries under the MyKasih food aid programme.



From left to right: MyKasih Foundation Managing Director Jeffrey Perera, with representatives from GCH Retail (M) Sdn Bhd: Director of Marketing Ruben Bruschi; Director of Retail Operations Ruald Swart; and General Manager of Marketing Norine Majaman.



OFFERS JOBS TO MYKASIH RECIPIENTS

Giant boosted their support for MyKasih's poverty eradication efforts by offering job opportunities to recipients and their family members in their three areas of operations; Bakery, Cashiering and Ready-To-Eat outlets. Out of the 40 job applications received to-date, 14 MyKasih welfare recipients have been hired in Giant outlets closest to where they live.

While the joint initiative was focused in three locations within the Klang Valley, Giant plans to expand this job training and placement exercise regionally within Malaysia.

GCH Retail (M) Sdn Bhd General Manager of Human Capital Development, Azmin Abd Aziz said, "We believe in empowering people with dignity by enabling them to earn income and become financially independent, thereby contributing productively to their families and local economy."

Jeffrey echoed Azmin's sentiments and emphasised MyKasih Foundation's commitment in this initiative.

"Moving forward with support from community partners like Giant, MyKasih will intensify its efforts in improving the financial wellbeing of its recipient families through food aid, training and employment opportunities", said Jeffrey.

Q4

MyKasih

'Love My Neighbourhood'

Programme Launch, November 2013 - January 2014

LAUNCHES

FOOD AID FOR THE PENAN COMMUNITIES

MyKasih achieved a major milestone when it launched its cashless payment system into the remote villages of Sarawak. The 1Malaysia Sarawak Advisory Council (1MSAC) partnered with MyKasih Foundation to provide monthly food aid worth RM 100 to 333 families from the Penan communities in Long San and Long Keluan in Miri, as well as Lusong Laku in Bintulu, Sarawak, for a period of one year.

PEMANDU (the Performance Management & Delivery Unit under the Prime Minister's Department) was instrumental in bringing the two parties together in executing this collaborative project, which was outlined in the Government Transformation Programme (GTP2.0) on poverty alleviation.

Speaking at the launch event, Sarawak Deputy State Secretary (Operations) Datu Ose Murang said, "We are grateful to the 1MSAC and MyKasih Foundation for introducing this meaningful and unique food aid scheme to the Penans. The aid will definitely alleviate the financial burden of all 333 Penan families."

"This programme also supports the objectives of the Government Transformation Programme, in particular, the National Key Results Area of Raising Living Standards of Low Income Households," Datu Ose added.

1MSAC Chairman Datuk Joseph Salang Anak Gandum, who was also present at the launch, said, "This is an impactful social responsibility programme which provides much needed food relief to the poor communities in the interior. We hope the results of this pilot will spur donors or sponsors to come forward to contribute towards this cause as the State Government considers expanding it in the future."

MyKasih Foundation Chairman and Co-Founder Dr Ngau Boon Keat said, "We are extremely grateful for the privilege and opportunity to work together with the Sarawak State Government and the 1MSAC in reaching out and making a difference to those in need. We hope to see this partnership expand and reach out to many more families in Sarawak through the food aid programme."

"This is indeed a significant milestone for MyKasih Foundation as it proves that the MyKasih system can be taken into the remote areas in Malaysia to render assistance to deserving families," added Dr Ngau.

Representing MyKasih Foundation Board of Trustees at the momentous event, Datuk Yaacob Amin said, "It is heartwarming to witness the recipients' having choice when it comes to purchasing essential food items at the store, especially the mothers who can now provide more nutritious foods to their children."



Datu Ose Murang (back row, fourth from right), Datuk Joseph Salang (back row, fifth from right) and Dato' Yaacob Amin (back row, third from right) at the launch ceremony in Long San.



Datu Ose Murang (far right) giving away food items purchased by one of the recipients while Dato' Yaacob Amin (far left) looks on.

Q4

MyKasih

'Love My Neighbourhood'

Programme Launch, November 2013 - January 2014

LAUNCHES

DIALOG

LIFTS CHILDREN'S SCHOOLING BURDEN VIA BAKPROTEK

"Every child deserves a pleasant start to the new school year," exclaimed Howard Lai, Director of Present & Pleasant Enterprise (P&P), who launched the company's donation campaign in December 2013 in conjunction with the Back-To-School period.

The "Buy 1, Donate 1 BakProtek school bag" collaboration with MyKasih Foundation, which will end in March 2014, sees P&P pledging to donate 1,000 BakProtek school bags (worth RM 139 each) to student beneficiaries from low-income households registered under the MyKasih 'Love My School' bursary programme.

Back pain, poor posture and scoliosis have become serious health issues for children who have had their heavy school bags repetitively forced onto their spines for prolonged periods. This may affect their lumbar disc or even spine curvature negatively.

Each BakProtek bag comes with a '3D Spinal Protection' contoured back panel to provide better support and ventilation, and multiple straps to lighten pressure, distribute weight and improve balance.

"This donation campaign is part of our vision to have more students provided with the right school bag for them," added Howard Lai.

In thanking P&P for this corporate responsibility initiative, MyKasih Foundation Managing Director, Jeffrey Perera said, "We believe that this campaign will not only benefit the students from low-income households but also serve to educate the community about caring for the children's back and posture when they carry heavy school books throughout their learning years. We wish you all the best in the successful execution of this campaign."



Present & Pleasant Director, Howard Lai (left) and MyKasih Foundation Managing Director, Jeffrey Perera posing with the BakProtek chiropractic school backpacks which will be distributed to MyKasih student beneficiaries under the MyKasih 'Love My School' programme at the closing of the donation campaign in March 2014.

Staff of Dialog Group Berhad were the first to get their hands on the BakProtek bags as soon as the campaign commenced. 33 bags were sold within December itself.



DIALOG staff, Calvin Kan, picking out a blue BakProtek school bag as a gift for a young relative and feeling happy that his purchase will provide an underprivileged MyKasih student with the same.



12-year old Suria preparing for school.

Q4

MyKasih

'Love My Neighbourhood'

Programme Launch, November 2013 - January 2014

LAUNCHES

MyKasih spreads its wings to Indonesia

150 Indonesian families receive food aid under Program Peduli Keluarga



MyKasih Chairman and Co-Founder, Dr Ngau Boon Keat handing over some essential food items to an aid recipient while MDeC Chief Executive Officer, Datuk Badhlisham Ghazali looks on after a successful purchase transaction demonstration at the 18th HAKTEKNAS expo in Jakarta, Indonesia.

MyKasih added a big feather in its cap when it launched the MyKasih food aid programme in Jakarta, Indonesia, under the Republic's welfare services banner.

Earlier in August 2013, MyKasih's cashless payment system was showcased to the Indonesian Government during the 18th HAKTEKNAS research and technology expo held in Jakarta. The system was presented by the Malaysian Government, led by Multimedia Development Corporation's (MDeC) Chief Executive Officer Datuk Badhlisham Ghazali, to YTH President of the Republic of Indonesia, Bapak Susilo Bambang Yudhoyono. This follows the Joint Statement (Article 18) released by the two countries during the 8th Annual Consultation between YAB Prime Minister of Malaysia and YTH President of Indonesia in Lombok, Indonesia, on 20 October 2011.

On 8 December 2011, an MOU on ICT Development was signed between Badan Pengkajian dan Penerapan Teknologi Indonesia (BPPT), represented by its Chairman, Dr Ir Marzan A. Iskandar, and Tan Sri Abdul Halim Ali, Chairman of MDeC. The areas of collaboration between the two countries include: Governing Structure; Interoperability Roadmap; Application development in the areas of Agriculture, Welfare Services, Education and Health.

BPPT is a non-departmental government agency under the coordination of the Indonesian Ministry of Research and Technology, tasked with carrying out government duties in the field of assessment and application of technology. MDeC is a Malaysian Government-owned institution that spearheads the Digital Economy programme for Malaysia.

As part of the first outcome of this alliance, the Malaysia-Indonesia Digital Identity Roadmap was published in December 2012 to set out a plan for the two countries to collaborate on electronic identification. The roadmap describes several initiatives in areas such as welfare services, agriculture and cross border applications.

PT DIALOG SISTEMINDO SUPPORTS PILOT OF PROGRAM PEDULI KELUARGA

SPONSORS FOOD AID FOR 150 FAMILIES FOR ONE YEAR.

In December 2013, the partnership witnessed the start of Program Peduli Keluarga, a pilot programme that allows 150 underprivileged Indonesian families in Rajawati and Manggarai (Jakarta) and Sleman (Jogjakarta) to purchase essential food items using the MyKasih smartcard at selected retail outlets. Eventually, the welfare recipients will migrate towards using Indonesia's National ID eKTP (the Indonesian equivalent of the Malaysian MyKad) as the cashless payment instrument at the retail outlet.

Speaking at the launch of the pilot project, MDeC Chief Operating Officer, Ng Wan Peng said, "MDeC is pleased to have the opportunity to be involved in this partnership that continues the close cooperation between Malaysia and Indonesia. Since its inception in 2009, the MyKasih welfare programme has been highly successful in Malaysia — it has helped over 170,000 underprivileged families across 130 locations nationwide to-date."



"We are confident that this programme will be successful in Indonesia and will serve as a way for families to receive assistance in the most efficient way possible. The use of the eKTP will allow for a single access to multiple functions that in turn, will empower the people and provide a seamless service," she added.

BPPT Chairman Dr I.R Marzan Iskandar said, "We are delighted to be working with MDeC to implement the food subsidy programme in Indonesia. When we saw the success of MyKasih's cashless payment system in Malaysia, we knew that this would be an excellent programme to implement in Indonesia. Our aim is to provide as many people as possible with easy access to welfare services through a simple and straightforward system."

PT Dialog Sistemindo President, Chan Yew Kai said, "DIALOG has always believed in giving back to society where we operate. We sincerely hope that our contribution of IDR270,000,000 for Program Peduli Keluarga will help to alleviate the burden of these 150 families for this one year. We also realise that there are many more underprivileged families out there and with the initiation of this pilot programme, we encourage other corporate organisations to join us and be part of this meaningful programme."



Chan Yew Kai presenting a token of appreciation to Dr I.R Marzan Iskandar during the launch of the Program Peduli Keluarga pilot project.



MyKasih officers demonstrating the purchase transaction process using MyKasih's cashless payment system during the launch event.



PETRONAS HELPS THE POOR ACHIEVE FINANCIAL INDEPENDENCE

Program Sentuhan Harapan Petronas 2013 for 700 recipients yields impressive results

2013 has been an eventful year for PETRONAS' joint CSR initiative with MyKasih, marked by significant achievements in the area of community development. 700 food aid recipients under Program Sentuhan Harapan PETRONAS ('SHP') successfully graduated from skills training, entrepreneurship and income-generation programmes conducted by accomplished training providers People Systems Consultancy ('PSC') and Mostwell Sdn Bhd ('Mostwell') in East Malaysia and Peninsular Malaysia respectively.

Main accomplishments of the training programmes include incremental and sustainable income increase by the participants, and more importantly, being able to better manage their personal finances to achieve true financial independence.

PETRONAS' objective of funding the training programmes is to equip their adopted food aid recipients with the skills and knowledge required to break out of the poverty cycle and hence no longer be dependent on welfare. These 700 participants were part of the first group of 4,900 recipients who have been receiving monthly food aid worth RM 80 for two years since July 2010, sponsored by PETRONAS.

A total of 500 SHP recipients in Sabah and Sarawak completed PSC's entrepreneurship programme, whereas 200 SHP recipients in Peninsular Malaysia completed Mostwell's 'Zero to Hero' sewing skills and entrepreneurship programme.

By the end of 2013, the programme by PSC recorded amazing results whereby a total of 368 participants have since successfully started businesses. The participants recorded a combined income of RM92,907 before the start of the programme and upon completion of the three-month programme, their total combined income increased to RM 224,752. This is an increase in income by an average of 142%!



A SHP food aid recipient in Inanam, Sabah making her first purchase at the Kedai Mesra PETRONAS in year 2011.

The transformed participants are now able to generate consistent income and improve their overall quality of life without acquiring debts or loans.

On the same note, 197 participants of Mostwell's 'Zero to Hero' skills training and entrepreneurship programme recorded an average income increase of 154%! Starting with a combined income of RM98,247 at the beginning the programme, the participants recorded a total combined income of RM249,519 at the end of the programme.

The above outcomes were further boosted by other intangible benefits experienced by the participants, such as improved self-confidence and having the ability to make a living from home while raising their children.

In 2010, PETRONAS first began its collaboration with MyKasih Foundation by adopting 4,900 families under their Program Sentuhan Harapan PETRONAS (SHP) where underprivileged families receive food aid worth RM 80 on a monthly basis for a maximum period of two years.

SHP has now grown tremendously, benefitting 13,500 underprivileged families in Malaysia.

SHP is supplemented with various activities and trainings to encourage self-development and enhance the skills and capabilities of the recipient families so that they can break out of the poverty cycle and are no longer dependent on welfare.



A happy recipient in Inanam, Sabah was all smiles after successfully purchasing food items with her daughter.

SEWING SKILLS TRAINING BY MOSTWELL

200 SHP recipients trained under Mostwell's 'Zero to Hero' programme each received a sewing machine, sewing kit, a CD manual on how to use the sewing machine and a set of 26 fabric templates. Upon completion of the programme, the participants are entitled to attend one year's worth of additional classes at a Mostwell centre in their area.

The participants, mainly the unemployed, handicapped or single mothers, underwent a six-day training programme followed by a six-month mentoring programme where they learnt many sewing projects such as reusable strawberry bags, readymade headscarves, cushion covers, tissue pouches and children's t-shirt dress.

Apart from sewing skills, the participants also underwent entrepreneurship training and business-matching sessions attended by potential buyers.



Snapshots of SHP recipients who participated in the sewing skills training programme in various locations throughout Peninsular Malaysia.

ENTREPRENEURSHIP & INCOME-GENERATION PROGRAMME BY P3C

500 SHP recipients in East Malaysia underwent P3C's entrepreneurship programme to guide them on starting up a successful business. 237 participants in Sarawak and 263 participants in Sabah took part in P3C's three-day intensive training followed by mentoring sessions for a duration of three months. The mentoring sessions allowed the trainers to help participants overcome any challenges they may face as they pursue their chosen businesses.

The training covers modules such as the power of positive thinking, mindset change, customer analysis, business analysis, sales and marketing and financial literacy. Utilising the Blue Ocean strategy, participants also learnt to innovate and perform gap analyses to create a niche market for their businesses.



The participants of P3C's entrepreneurship programme successfully applied the knowledge gained from the training sessions into businesses of their choice as shown above.

MyKasih reaches out to the Orang Asal of Malaysia



Since 2013, MyKasih Foundation has intensified its efforts in reaching out to the Orang Asal (a collective term for the indigenous peoples of Malaysia) in both Peninsular and East Malaysia to provide food aid under the MyKasih 'Love My Neighbourhood' programme, thanks to sponsorships from various donors.

Made up of 19 official ethnic subgroups, the Orang Asli (Orang Asal of Peninsular Malaysia) are minorities, making up less than 1% of the total Malaysian population of 29 million, yet they represent 20% of Malaysian households living in poverty. The Orang Asal of East Malaysia, on the other hand, make up the majority of the population in East Malaysia - 60% of Sabah's population and 50% of Sarawak's population, comprising of about 64 ethnic subgroups in total (39 in Sabah and 25 in Sarawak).

Largely marginalised, the majority of the Orang Asal have given up their nomadic and semi-nomadic lifestyles to resettle into new village areas as their original homelands have been taken away for development. Unable to remain self-sufficient as farmers, fisherman or hunter-gatherers due to the intrusion of modern life, they depend heavily (some almost entirely) on welfare for shelter and food security. Few are able to secure proper jobs due to no education and competition with migrant labour. Some, considered the lucky ones, still practice subsistence agriculture of rice and other short-term crops, and are able to supplement their meals with occasional hunting.

Food aid with a technological difference

MyKasih aims to alleviate the burden that Orang Asal families have in terms of accessing safe and nutritious food. The generosity of donors and the support from the local Government has enabled MyKasih to reach out to almost 2,000 Orang Asal families throughout the country, including the Penan communities in rural Sarawak.

In December 2013, MyKasih achieved a new milestone together with the Sarawak State Government when it jointly launched the food aid programme for 333 Penan families in two villages, namely Lusong Laku in Bintulu, and Long San in Miri, using MyKasih's cashless payment system. This story is shared in previous pages of this issue of the newsletter.

That same month of December, MyKasih held orientation briefings for 190 Orang Asli families in two communities –the Jah Hut village of Kampung Pian in Kuala Krau, Pahang, and the Semai village of Kampung Tanjung Rambai in Hulu Langat, Selangor, on how to use their MyKasih smartcards to purchase essential food items at their community grocery stores. With secured funds worth RM 80 per month for a whole year, the recipient families are able to budget and plan their food purchases for the family.



Choice in selecting essential food items is a privileged the poor often do not have. Recipients of Kampung Pian are grateful to CLSA Chairman's Trust for sponsoring their household's food provisions for 12 months.



An Orang Asli recipient making her first purchase using her MyKasih smartcard at the community grocery store during the orientation session in Kampung Pian, Kuala Krau, Pahang.



Recipients will receive a receipt after each successful purchase showing the remaining balance of funds in their MyKad account.



The cashier explaining to a recipient about the barcode scanning process, which ensures that only approved food items under the food aid programme can be purchased using the MyKasih card.



Happy faces seen on the first day of food purchases under the MyKasih programme – Orang Asli of Kampung Tanjung Rambai, Hulu Langat, Selangor.

JT International Berhad (JTI Malaysia) has renewed its donation pledge to support 1000 families for a second consecutive year and has included Orang Asli communities in its JTI-MyKasih food aid programme - such as the Jah Hut village of Kampung Terbol in Pahang, the Mah Meri villages of Pulau Carey and Pulau Ketam in Selangor, as well as the Seletar villages in Johor.



A JAKOA officer (in blue) helping to fill up the registration form for the Mah Meri Orang Asli recipients during the registration process.



The registration of eligible recipient families at Pulau Ketam, Selangor, led by the Director of Jabatan Kemajuan Orang Asli (JAKOA) Selangor, Encik Bakar (left) in January 2014.



MyKasih officer, Muhd Hanifi, distributes the MyKasih smartcards to the Mah Meri recipients of Pulau Ketam prior to the orientation session and first purchase exercise at the retail store.



The store owner of Kedai Kim Chin Guan welcomes the group of recipients with a smile.



Thank you! – Mah Meri indigenous community of Pulau Ketam, Selangor.

JTI Malaysia had also separately contributed RM 40,000 towards the construction of a multi-purpose 'Balai Adat' (community hall) in Kampung Pian last year, which was built by the Jah Hut Orang Asli community themselves.

After its completion in September 2013, the Balai Adat has been used for traditional ceremonies, as well as gatherings for meetings and workshops.



Since September 2013, the Balai Adat in Kampung Pian has been used for traditional ceremonies, workshops and also story-telling - a culturally-significant part of the Orang Asli way of life to convey folk tales and other important learning from generation-to-generation.



Construction of the Balai Adat took place from June to August 2013.

Charity nights in aid of the Orang Asli

Two charity events held last year channelled its proceeds to Orang Asli families in need through MyKasih Foundation. In July 2013, JTI Malaysia raised RM 23,000 from ticket sales for a classic Japanese masterpiece called 'Rashomon' and purchased 370 solar light bulbs, which were distributed to Orang Asli homes without electricity.

In October 2013, DIALOG hosted the staging of a Chinese musical called 'Butterfly Lovers' and raised RM 126,000 through ticket sales and cash donations. The monies were used to purchase 500 solar light bulbs, as well as Back-To-School items for 700 school-going students.



In his speech during the Butterfly Lovers fund-raiser, Chairman and Co-Founder of MyKasih Foundation said, "The solar light bulbs and the Back-To-School items are necessities which we hope will help the children study better and do well in school. We look forward to doing more with the Orang Asli communities in the coming months."

Staying true to his word, in January 2014 DIALOG sponsored 70 Orang Asli primary school children from SK Bukit Lanjan near its head office in Petaling Jaya, Selangor, under the MyKasih 'Love My School' student bursary programme for one year.

Dr Ngau, who is also the Executive Chairman of DIALOG, said, "As a responsible and caring corporate citizen, DIALOG actively supports the country's aspirations, especially its efforts in eradicating poverty. Aligned with the Group's values of being 'Competent' and 'Compassionate', DIALOG is committed to doing good where it operates."

Later in May 2014, DIALOG will be mobilising its staff volunteers to participate in a community clean-up initiative (known as 'gotong royong') with the Orang Asli families of Kampung Chemperoh in Janda Baik, Pahang. These families have been beneficiaries of the MyKasih food aid programme since April 2013.

"There are many Orang Asli communities in need of aid and so I hope companies will embark on this philanthropic journey together with MyKasih Foundation to give back to those in need in the form of proper nutrition and a chance at education," said Dr Ngau.



A father helping his daughter try the school uniforms for size.



Top and above: Back-To-School items sponsored by CLSA Chairman's Trust for 100 school-going Jah Hut Orang Asli children.

A Jah Hut Orang Asli father poses with his four children and their brand new school bags.

Thank you, FOLLOW ME

Year-long campaign to commemorate the brand's 30th anniversary in Malaysia.

Earlier in March 2013, Tohtonku Sdn Bhd's personal care products brand 'Follow Me' launched a year-long campaign to commemorate its 30th anniversary. In collaboration with MyKasih Foundation, Follow Me pledged 300 gift hampers worth more than RM 200 each to MyKasih beneficiaries, consisting of personal care products. The gift hampers were distributed to MyKasih families in different communities during the Chinese New Year, Hari Raya, Deepavali and Christmas festive period.

In his speech during the March launch event, Tohtonku Director, Jasper Lim said, "We are thankful to all Malaysians for their continuous support over the years and therefore would like to take this opportunity to contribute back to society by helping the underprivileged."

MyKasih Foundation Managing Director Jeffrey Perera said, "On behalf of the MyKasih families who have received these wonderful gifts from Tohtonku, we would like to express our thanks and congratulate Tohtonku on their 30th Anniversary in 2013 and wish them many more years of success."



MyKasih recipient from Pandan Jaya, Kuala Lumpur, receiving a gift hamper from Tohtonku Director, Jasper Lim, during the launch event in March 2013, in conjunction with the Chinese New Year festivities.



The gift hampers from Tohtonku were much appreciated by the Orang Asli recipient families of Bukit Lanjan.



A MyKasih recipient's daughter, who was awarded the Tun Rahah scholarship, receiving the Follow Me gift set containing personal care products which she could use during her dormitory stay on the University Tun Abdul Razak campus.



MyKasih recipient families from Kayu Ara with their Follow Me gift hampers which were distributed in conjunction with the Hari Raya celebrations.



CALTEX FUEL YOUR SCHOOL

raises more than RM500,000 to support classroom projects

Major portion of funds channeled to high needs schools.



The Caltex Fuel Your School community campaign that was held in Penang, Johor and Kedah between January and August 2013, managed to raise funds amounting to RM 516,704 which were channeled towards 91 classroom projects designed to promote the learning of Science, Technology, English and Mathematics in public schools.

The community campaign initiated by Chevron Malaysia under its Caltex brand in collaboration with MyKasih Foundation also funded 64 projects from “high need” schools. These include schools where more than half of the students come from low income families or schools that have students with special needs.

A significant factor that led to the success of the campaign was active community participation and support from members of the public, teachers, parents, Caltex retail partners and other contributors.

In Penang, the Caltex Fuel Your School community campaign raised close to RM133,000 which benefitted 30 classroom projects; while in Johor, it raised about RM242,000 which benefitted 40 classroom projects. In Kedah, about RM143,000 was raised to support 21 classroom projects. Direct beneficiaries include 91 teachers and 4,400 students.

Community support via social media platforms helped schools across the three states receive classroom project materials to ignite interest among students in learning core subjects. Materials requested in all three states included story books, dictionaries, smart tablets, computers and interactive white boards and even live animals like rabbits and fish!



Caltex Fuel Your School!



Students performing the 'welcome dance' for the Caltex fuel Your School Team at SJK T Kahang Batu 24.



Students of SK Machang Bubok preparing to welcome the Caltex and MyKasih team.



The Caltex Fuel Your School team receiving a warm welcome by students and teachers of SJK (T) Bekok.

Endorsed by the Ministry of Education, Caltex Fuel Your School had Caltex pledging a contribution of RM 1 for every purchase of RM 40 or more at participating Caltex stations in all the three states. Funds generated, including community contributions via MyKasih Foundation, were channeled towards purchasing materials for classroom projects submitted by eligible fulltime educators.

"Caltex Fuel Your School is about community involvement. It was a cumulative effort driven by the support of students, educators, Caltex retailers, suppliers, members of the public, and the strength of our community partner MyKasih Foundation," said Jeremy Oh, Country Chairman, Chevron Malaysia Limited.

"The decision to run the Caltex Fuel Your School was based on the strength of our Caltex and MyKasih networks in our key growth markets. However, it was community support that has helped the campaign generate more than half a million ringgit to help fuel education. This translates to 91 classroom projects, from 52 schools across Penang, Johor and Kedah," added Jeremy.

Winners were awarded based on the highest number of community "likes" achieved by individual projects on the campaign's Facebook application across voting cycles, which included a special Bonus Round. Surplus funds from the Caltex pledge went to MyKasih Foundation's 'Love My School' bursary scheme to support students from lower income families purchase food and school books for a year at two schools in Johor and one in Kedah.



Cheque presentation to SK (P) Sultan Ibrahim and SK Taman Desa Jaya for the 'Love My School' programme in Johor.

MyKasih Foundation's role in the campaign was to ensure the end-to-end integrity of the community campaign, from determining classroom projects most deserving of funding to ensuring materials purchased and funds raised were used strictly for the purpose in which it was intended. A detailed breakdown of each classroom wins at the campaign's Facebook app helps donors track how each ringgit generated by the fund was spent.

"We are delighted to have once again worked together with Caltex to create a nurturing learning environment for children. We applaud our partner's innovative method in encouraging educators to come up with new learning methods to promote the teaching of core subjects. This community campaign showed how everyone helped to make a difference and I hope the success of this campaign will continue in the future," said Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat.

The Caltex Fuel Your School community campaign is a social investment initiative aligned to Chevron's Energy for Learning global initiative to support learning-based programmes that help people acquire new knowledge, gain new skills and be exposed to different ways of thinking.



The happy students of SJK (C) Chio Min A posing cheekily for the camera.



Students saying thank you to Caltex for fueling up their school with fun educational materials.



The student winners from SMK Tunku Ismail with their teacher.



Thumbs up! The girls from SK Selama were very proud of their win.



Three Cheers for projects, Kolam Suria, Murid Ceria & Sinaran Ilmu Kepada Kami from SMK Telok Kerang.



Guests Cheering at SK Pendidikan Khas' students performance using Sign Language at the Closing Ceremony.



Students and teachers of SMK Padang Serai showing their appreciation.



Kudos!!! SJK (T) Ladang Mount Austin won 5 projects!



An English Affair - SMK Mahang.



Animation Project - SMK Mergong.



Dictionary Me - SMK Dato' Bijaya Setia.



Happy faces from students of SJK T Ladang Tanah Merah.



SJK (C) Chung Hwa receiving cheque for 'Love My School'.



Bonus Round Winner - Sinari Hidupku - SMK Tunku Sulong.

46 **DIALOG** RECIPIENTS IN JOHOR CELEBRATE SUCCESS

46 women in Pasir Gudang and Pengerang, Johor, were beaming with pride when they received their certificates for completing the “Mengecapi Aspirasi Diri” (MAD) entrepreneurship and income-generation programme.

These 46 participants are recipients of the MyKasih ‘Love My Neighbourhood’ food aid programme sponsored by Dialog Group Berhad (DIALOG). DIALOG’s Chief Financial Officer, Zainab Mohd Salleh, presented the certificates to the ladies during a ceremony in Pasir Gudang on 11 January 2013.

Trainers from Lifeworks Sdn Bhd led by lead life coach Sharmini Hensen, spent four months coaching the participants on four main modules – personal goal-setting, financial coaching, effective communication skills, and grooming.

At the beginning of the programme in August 2013, participants recorded their current income and made a pledge to reach an income target by January 2014. The two tables below show the results achieved at the end of the programme.

Total Income Achieved For Pengerang Participants (132% increase)

Group Name	No. of group members	Business nature	Initial Income	Income achieved
Pesona	5	Tailoring	RM 12,000	RM 14,982
AnNoor	6	Food Catering	RM 21,000	RM 30,226
Cempaka	6	Business Owners	RM 12,000	RM 20,000
Indah Group	7	Dry Foods (Crackers and Biscuits)	RM 10,560	RM 16,018
Meranti	7	Food Catering	RM 19,200	RM 17,337
TOTAL	31		RM 74,760	RM 98,563

Total Income Achieved for Pasir Gudang Participants: (158% increase)

Group Name	No. of group members	Business nature	Initial Income	Income achieved
Wawasan Jitu	6	Catering	RM 19,950	RM 35,015
Super Hot Bakers	4	Local cakes	RM 20,550	RM 21,746
Sinar Berjaya	5	Business Owners	RM 39,300	RM 69,506
TOTAL	15		RM 79,800	RM 126,267



Thumbs up! The transformed MAD graduates with DIALOG’s Zainab Mohd Salleh and the trainers from Lifeworks Sdn Bhd.

Zainab was moved after listening to the personal stories related by the ladies during the sharing session. “The ladies have gone through hardship but that does not stop them from staying positive and determined to do their best to provide for their families,” she said.

“Some of the ladies are now leaders in their communities and they, in turn, inspire others to pursue their dreams and aspirations,” she enthused.

MyKasih Chairman and Co-Founder, Dr Ngau Boon Keat said, “We are very proud of the graduates for achieving such fantastic results! The impact of the programme is not only measured through their income but also their renewed sense of self-worth and confidence. This, in itself, is a life-changing experience.”

“We thank Sharmini Hensen, Ong Poh Neo, Jashida Kamal and Ana Cheong for their care and dedication towards ensuring the success of this programme,” added Dr Ngau.

DIALOG is committed to supporting meaningful programmes that help recipients realise their potential and become financially independent.

DIALOG has been sponsoring 1,205 low-income households in Selangor, Pahang, Terengganu, Melaka, Johor and Sabah under the MyKasih ‘Love My Neighbourhood’ food aid programme since 2009.



A programme graduate relating her emotional struggles and her successes during the sharing session.



The ladies showing off their new-found confidence and had fun performing in front of their peers.



The participants from Pasir Gudang and Pengerang were very proud of their achievements and beamed with happiness upon receiving their graduation certificates from Zainab Mohd Salleh, DIALOG’s Chief Financial Officer (in white).



Zainab Mohd Salleh (fifth from right) posing with a cake made by the graduates to show their appreciation. With her are the MAD programme trainers, Sharmini Hensen (fourth from right), Jashida Kamal (third from right), Ana Cheong (second from right) and Ong Poh Neo (sixth from right).



gives back through MyKasih

Raises RM 105,600 in support of the 'Love My Neighbourhood' food aid programme

An operator of supermarkets, departmental stores and hypermarkets in the country, The Store Malaysia Sdn Bhd ("The Store Group") raised RM 105,600 through donations from the public when it ran a charity fund-raiser in aid of MyKasih Foundation from February to September 2013 in all of its 73 outlets nationwide.

On 8 November 2013, a cheque presentation ceremony was held at The Store's outlet in Sungai Buloh, Selangor, where MyKasih Foundation Trustee, Ho Kay Tat was present to receive the contribution.

The funds collected will be used to support 110 underprivileged families under the MyKasih 'Love My Neighbourhood' food aid programme. Approved eligible families who started receiving the monthly aid since December 2013 will shop for essential food items from The Store's outlets in Temerloh (Pahang), Ipoh (Perak), Kunak (Sabah), Batu Pahat (Johor) and Banting (Selangor) for a period of one year.

In his speech, Ho Kay Tat thanked The Store and the public for the contribution.

"On behalf of MyKasih Foundation and the recipients of this aid, we would like to express our sincere appreciation to The Store Group for this meaningful contribution," he said.

"We are indeed very grateful to The Store for being such a supportive partner all these years and for launching this Group-wide charity campaign. The funds raised will help us reach out to more underprivileged families in Malaysia and render them assistance through the MyKasih food aid programme," Ho Kay Tat added.

MyKasih Foundation works with retail partners who care for the less fortunate. The Store Group has been a partner to MyKasih since April 2010, starting with the Vega Mall outlet in Bentong, Pahang. Today, thousands of MyKasih recipients shop for essential food items in 21 of The Store's outlets throughout Malaysia.

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat said, "The Store has shown that it is not just a mere retail partner, but a partner that truly cares. We hope that this partnership between The Store Group and MyKasih Foundation will continue to flourish and extend to more outlets in Malaysia."



MyKasih Foundation Trustee Ho Kay Tat (left) receiving the cheque contribution from The Store Group's Operations Director, Kam Teh Chung.



Alliance Bank runs for charity

On 30 November 2013, over 2,000 staff and family members of the Alliance Bank Malaysia Berhad ("Alliance Bank") laced up their running shoes to raise money for two charity foundations: the MyKasih Foundation and the Tan Sri Alex Lee Athletes' Education Fund.

Part run and part carnival, the Alliance Bank Fun Run 2013 which was held at Padang Merbok on Jalan Parlimen in Kuala Lumpur raised RM 80,000 in the name of education. The funds came from runners' participation fees, voluntary donation pledges from staff and coupon sales from the carnival.

In addition, the Bank had pledged RM 20,000 for 1,000 runners who completed the Run. Proceeds from the event were donated to MyKasih Foundation and the Tan Sri Alex Lee Athletes' Education Fun in equal amounts. Each organisation received RM 40,000 from the Group to aid their work in education. For MyKasih Foundation, the proceeds will support its financial literacy and entrepreneurship programmes for the underprivileged.

Present to receive the cheque that day was MyKasih Foundation Trustee Puan Siti Khairon, who thanked Alliance Bank for the donation.

"We truly appreciate this contribution from Alliance Bank and the public which will go towards the programmes we run for the poor. Financial training and entrepreneurship programmes are core initiatives that will go a long way towards empowering the poor with the knowledge to help them achieve financial freedom," said Puan Siti Khairon.

Designed to be a family event that promotes healthy lifestyle, the Alliance Bank Fun Run 2013 featured seven race categories, each with a distance of not more than 5km. Four of the categories were created for the children: the 2km Boys, 2km Girls, <1km Kids' Dash and a non-competitive 3km Walk for families.

After the run in the earlier part of the morning, families made their way to Padang Merbok to fill up their tummies at the tempting F&B spread, be entertained by the stage performances, and have a go at the games and activities' booths.



Sng Seow Wah, Group Chief Executive Officer of Alliance Bank (middle) presenting cheques amounting RM40,000 each to Puan Siti Khairon, Trustee of MyKasih Foundation (left) and Dato' Sieh Kok Chi (right), Honorary Secretary of the Olympic Council of Malaysia at the Alliance Bank Fun Fun 2013.



It was a carnival-like atmosphere at Padang Merbok in Kuala Lumpur during the Alliance Bank Fun Run.



Photo booths were a hit amongst the Alliance Bank staff and family members.



HEALTH AND FINANCIAL AWARENESS PROGRAMMES FOR PROGRAM SENTUHAN HARAPAN PETRONAS FAMILIES IN 2013

Funded by PETRONAS, MyKasih collaborated with the National Population and Family Development Board (locally known as “LPPKN”) to conduct basic financial management workshops, health awareness talks and basic medical screening for Sentuhan Harapan PETRONAS (SHP) food aid recipients nationwide.

Throughout 2013, LPPKN teams from various states in Malaysia conducted a total of 27 Program Nur Kasih and SMARTBelanja@LPPKN workshops which were attended by over 2,000 SHP participants and their family members in 16 locations nationwide. Previously in 2011, 14 of such programmes were conducted for SHP families.

State	Community	No. Families	Date of Programme
Johor	Kukup	100	10-Mar-13
	Pasir Gudang	100	9-Mar-13
	Segamat	100	16-Mar-13
Kedah	Gurun	150	18-May-13
			15-Jun-13
Kelantan	Bachok	150	11-May-13
			18-May-13
			16-Feb-13
Melaka	Padang Tembak, Kota Bahru	150	16-Mar-13
			19-Jan-13
Melaka	Pantai Kundur	100	19-Jan-13
Selangor	Kuala Selangor	100	12-Jan-13
Pahang	Mentakab	50	20-Jan-13
Perak	Tronoh	150	23-Feb-13
			24-Feb-13
Sabah	Penampang	200	8-Jun-13
			9-Jun-13
	Papar	300	25-May-13
			26-May-13
			18-May-13
Sarawak	Sipitang	200	19-May-13
			22-Jun-13
	Bintulu	300	22-Jun-13
			23-Jun-13
Serian Road, Kuching	115	11-May-13	
		12-May-13	
		29-Jun-13	
Ulu Bintawa, Kuching	156	30-Jun-13	



SNAPSHOTS OF PROGRAM NUR KASIH & SMARTBELANJA@PPKN FOR SHP PARTICIPANTS IN 2013



This programme, conducted by the National Population and Family Development Board (LPPKN), covers basic financial management workshops, health awareness talks and basic medical screening. Participants were also counselled and advised on keeping a healthy diet based on their medical screening results.



Program Nur Kasih is a health awareness programme which comprises of informative health talks and interactive group discussions on the prevention and early detection of breast and cervical cancers, family planning, nutrition and healthy living. The programme also includes basic medical screening such as blood pressure tests, body mass index checks as well as glucose and cholesterol level tests.



SMARTBelanja@LPPKN is a financial management workshop (conducted on the same day as the health screening) that teaches Sentuhan Harapan families how to plan their monthly expenditure, understand the difference between needs and wants when making purchases, and how to identify good and bad investments. Activities include 'pancing ringgit' (right) and presentations by participants on household budgets (left).

JTI mobilises 4WDs and staff volunteers in aid of flood victims

In Malaysia, the monsoon season has always been associated with floods in the East Coast, especially Terengganu and Kelantan, causing millions of ringgit in damages and losses. Most recently from November to December 2013, Kemaman, Terengganu was hit with the worst floods in 50 years during which more than 20,000 flood evacuees were unable to communicate with the outside world as all roads were closed, bridges collapsed and power lines were disconnected. Police stations, fire and rescue stations, schools and clinics were under 1.5 metres of water. Military assistance was eventually mobilised to evacuate victims to relief centres.

After the last wave of floods had subsided in December, flood victims returned to their homes to begin the towering task of cleaning and restoring their homes and offices. Eager to offer assistance for this immense task, JTI International Berhad (JTI), through MyKasih Foundation, supported the mobilisation of ten four-wheel-drive (4WD) vehicles along with JTI staff and other volunteers to deliver aid and physical assistance to flood victims in Kemaman.

On 22 December 2013, seven 4WD pickup trucks left Kuala Lumpur for a four-hour journey to Kemaman laden with public donations of food items, clothes and other essential items. Doing house-to-house deliveries in flood-stricken areas was a real challenge as the roads were still muddy and in some parts, the water levels had not subsided completely.

The volunteers put their backs into cleaning a community centre in Taman Sri Pandan in Chukai, Terengganu. Armed with brushes, water jets and endless energy, the volunteers scrubbed away at mud and silt and cleared heaps of ruined furniture.

“It is not such an easy task getting the mud and silt off the furniture but we had fun knowing our efforts had a positive effect on the community,” said JTI volunteer, Toh Shih Ying.

“We are grateful to the volunteers for taking the long journey to come here to help us with this very difficult task and thank you to JTI for making it all possible,” said a member of the community in Taman Sri Pandan.

“JTI is committed to provide assistance where help is needed. The areas that we went to were some of the worst hit and through MyKasih Foundation, we were given the opportunity to provide support, be it in the form of food aid or physical labour, and engage directly with the community in this humanitarian relief effort,” said JTI’s Director of Corporate Affairs and Communications Azrani Rustam.

“We thank JTI for their immediate response and their meaningful efforts during this time of need. Members of the community came to assist the cleanup efforts and were very grateful to the volunteers for their hard work. This just shows that by working together we can lighten the burden of those in need,” said Dr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation.



JTI Malaysia’s eager beavers together with other volunteers excited to begin scrubbing the community centre clean.



The determined volunteers working very hard to complete the arduous task of washing off stubborn mud and silt off the floors, walls and furniture.



The happy faces of the drivers and volunteers after a hard day's work says it all. Well done, everyone!



CLINIC BRINGS CHRISTMAS JOY TO THE CHILDREN

On 14 December 2013, Mediviron UOA Clinic, together with NRC11, held a humble Christmas celebration to spread some Christmas cheer among 20 underprivileged children from families who are under the MyKasih food aid programme. The clinic places a huge emphasis on giving back to society and has pledged to help the poor with a self-sustainable skills programme through MyKasih Foundation.

During the event, Dr Chen Tai Ho, Aesthetic Physician and Owner of Mediviron UOA Clinic, presented each child with a book voucher worth RM 100 each, as well as a Mediviron medical aid voucher worth RM 120.

Guests were also given the opportunity to get their complexion and Body Mass Index (BMI) analysed. According to Dr Chen, the clinic is honoured to organise this Christmas event and witness the joy in these children.

"This is part of our contribution to break the poverty cycle and the best way to transform a child's life is by changing the world they live in. With the RM120 medical benefit, these children are able to do basic medical check-ups ensuring they are fit and well before school re-opens next year," said Dr Chen.

"By cultivating values such as giving and sharing amongst the privileged mass, we hope to inspire more acts of kindness from society to make a difference in the lives of the less fortunate." he ended.



Sweet treats are always a delight to the children!



Dr Chen Tai Ho (extreme right) joined hands with the MyKasih children, aged between 6 to 11 years old, in releasing "You Deserve Better" balloons. "You Deserve Better" is Mediviron UOA Clinic's CSR campaign theme in conjunction with their 12th Year Anniversary.



Dr Chen and his team from Mediviron UOA Clinic, NRC 11 Volunteers as well as MyKasih children posing for group picture.

MY FATHER, MY IDOL, MY INSPIRATION

9th MyKasih youth gets full scholarship from Yayasan Cemerlang



Thivya Balakrishnan is MyKasih's 9th student to be awarded Full Scholarship from Yayasan Cemerlang to study in UNIRAZAK. Thivya will be studying Accountancy.

Thivya A/P Balakrishnan was awarded a full scholarship under the Tun Rahah Scholarship Fund by Yayasan Cemerlang to pursue a degree in Accountancy at Universiti Tun Abdul Razak (UNIRAZAK).

The eldest of three siblings, Thivya earned her seat in the prestigious boutique university in Kuala Lumpur with the 5A's she had garnered in Mathematics, Science, Accounts, Economics and Tamil Language during her final Form 5 (SPM) examinations in 2012.

Thivya now joins eight MyKasih youth scholars who had earlier received the Tun Rahah scholarship in June 2013. The scholarship covers their full tuition fees for 4 years (1 year Foundation course + 3 years Degree

course), as well as living expenses and a full waiver on all registrations and annual fees.

Thivya's father, Mr Balakrishnan, was once an accountant working for a multinational company. He unfortunately had to resign from his job when he was diagnosed with kidney failure 4 years ago and was certified unfit for work. Having to undergo dialysis treatment for his medical condition, Mr Balakrishnan and his family currently depend on the monetary compensation they receive from SOCSO.

MyKasih's Community NGO partner, Pusat Penyayang Kampung Sungai Kayu Ara had identified Thivya's family as one of the MyKasih food aid beneficiaries sponsored by Dialog Group Berhad. In addition to the monthly food aid provisions to help ease the family's financial burden, MyKasih Foundation was able to provide her with an opportunity to further her studies at UNIRAZAK.

Albeit a little nervous about having to move to the campus dormitory and being away from her family, Thivya looks forward to her new adventure at UNIRAZAK when she commences her first semester in January 2014. Knowing for certain that education is the key to a more promising future, Thivya hopes to set a good example to her younger siblings and constantly

encourages them to do well in their studies.

"My father, a former accountant, although ill, still takes the time to help us with our school work, especially in mathematics and accounts. He makes learning very interesting for us. I hope to be a successful accountant one day, just like my father. My loving mother is a devoted homemaker and accompanies my father for his dialysis treatments. She encourages us to always do better in our studies and in life. I want to be able to graduate with excellence and earn a good stable income so that I can look after my parents and siblings."

Yayasan Cemerlang, through its Tun Rahah Scholarship Fund, is collaborating with MyKasih Foundation to offer 32 full scholarships to MyKasih youths (after SPM-leavers) to pursue their tertiary education at UNIRAZAK in Kuala Lumpur for the year 2014.

The Scholarship Fund aims to empower high-achieving students, especially those from underprivileged backgrounds, by facilitating their access to a world-class education. These awards will provide the selected candidates with an opportunity to develop to their fullest potential; fulfil their aspirations and contribute towards the nation's development.



Proud parents, Mr Balakrishnan and Mrs Saanthi and her uncle, Mr Param accompanied Thivya for her registration at UNIRAZAK.



YEAR-END CHEER FOR MyKasih FAMILIES



A group photo with the MyKasih families from Kayu Ara and Kelana Jaya.

A year-end bash was hosted by the Co-Founders of MyKasih Foundation, Dr Ngau Boon Keat and his wife Jean Ngau, to bring cheer to MyKasih families from Kelana Jaya and Kayu Ara in Selangor. The party, held on 21 December 2013 in Ara Damansara, saw adults and children treated to a sumptuous luncheon and a host of fun activities which included games, a colouring contest and a magic show by Banana The Clown.

All the MyKasih families who attended the event are recipients of the MyKasih 'Love My Neighbourhood' food aid programme sponsored by Dialog Group Berhad. DIALOG has been their corporate donor since 2010, rendering financial assistance in the form of a monthly spending allowance of RM80 which is deposited into each recipient's MyKad. The allowance enables them to shop for essential food items such as rice, bread and flour

at participating retail outlets and pay for their purchases using their MyKad via a cashless payment system that is efficient and transparent.

Dr Ngau Boon Keat, Co-Founder of MyKasih Foundation and Executive Chairman of Dialog Group Berhad, said at the event, "It has been a great pleasure to meet these families and it is especially heartening to hear them tell us how the food aid programme has helped them tremendously in alleviating their burden to put food on the table. We are very pleased to have done something meaningful for them."

The event ended with Jean Ngau, who sponsored of the year-end party, giving away prizes to the winners of the colouring contest, as well as RM50 gift vouchers, stationary sets and goodie bags to each child present.





"Who wants to play games and win prizes, raise both your hands!"



Banana The Clown dancing with the children.



Mother gives her child a helping hand during the colouring competition.



Young boy was extremely excited to be able to participate in the magic show by Banana The Clown.



Dr. Ngau was very happy with the opportunity to meet and speak with the children.



Mrs Ngau giving out prizes to a winner of the colouring competition.



Inspiring Children For Tomorrow

Dutch Lady Malaysia celebrates 50th year anniversary with the children

Malaysia's leading dairy company, Dutch Lady Milk Industries Berhad (DLMI), launched its Inspire Tomorrow Workshops (ITWs) in conjunction with its 50th anniversary in Malaysia. The dairy giant delivered a series of 50 workshops in 10 homes for children from low-income families as well as orphans throughout the country in November and December of 2013.

25 MyKasih children between the ages of 8 and 12 were given the opportunity to join other children during two ITWs in Petaling Jaya and Melaka respectively.

"In line with our mission of 'Helping Malaysians Move Forward in Life with Trusted Dairy Nutrition', we designed the ITWs based on three pillars – Learning, Inspiration and Nutrition, which is aimed at igniting the children's passion and uncover hidden talents in areas such as art, music and technology, to name a few. Through these workshops, DLMI is not only reaching out to children but also involving young mentors, and volunteers who would like to make a difference," said Dina Mohd Nor, Head of Communications & Corporate Responsibility of Dutch Lady Malaysia.

The 'Learning Workshop' taught the children to realise their talents and potential by helping them to understand that all children are born with natural abilities. The children were guided on how to study more efficiently and were encouraged to develop their self-esteem. They were given hands-on nature-themed activities to work on their sensory skills, such as seeing, listening and touching.

The 'Inspiration Workshop's objective is to inspire children by allowing them to see the world beyond their comfort zone and the lives led by others. This focuses on building the children's potential and encourages creativity to see things from different perspective. Dutch Lady Malaysia invited successful youths to interact with the children to share their experiences, which indirectly helps the children build their interest in the outside world as well as their self-esteem and confidence when interacting.

The 'Nutrition Workshop', complete with its "Grass to Glass" fun activity, taught the children about the goodness of dairy as well as the importance of recycling. This gave the children a sense of responsibility towards the environment and how their individual efforts can help preserve Mother Earth.



Dina Mohd Nor, DLMI Head of Communications & Corporate Responsibilities, interacting with the MyKasih children.



All human beings are not born the same. Every individual has different abilities. - Muhammad Ikhwan.



I learnt about the cow's digestive system before the cow's milk is produced. It's really interesting - Shafiq Danial



DLMI staff, Norhazlina Sajali (third from left) was impressed with the children's creativity.



The children taking photos of nature using smart phones to see how their lives relate to nature.



Brainstorming session!



Making puppets for the puppets show!



The children performing a puppet show using recycled items.



Hi five for a show well done!



STUDENTS RAISE FUNDS FOR CHARITY

On 10 January 2014, MyKasih Foundation became the proud recipient of a fund raising project by Tunku Abdul Rahman University College (TAR University College) students as part of the university college's 'Civic Consciousness and Volunteerism' course. Approximately 2,000 TAR University College students from 13 Diploma programmes took part in the course which aimed at inculcating civic values among the students with the hope of producing a generation of young Malaysians who are able to contribute positively to the growth of the nation.

From October to December 2013, the students sought sponsorships and organised a series of activities which included talent-time competitions, walk for charity, open aerobics exercises, games for charity and garage sales on campus to raise funds.

At the cheque presentation ceremony, Datuk Dr Tan Chik Heok, President of TAR University College said, "Besides the cultivation of civic responsibilities, our students have also learnt valuable lessons about altruism, teamwork, leadership, friendship, discipline and time management. In this age of rapid progress in science and technology, the call for charity is much needed to ensure that the materialistic progress that we are achieving today stands parallel to the development of civic values, which are the development of the core values of humanity and civilization."

The cheque presentation ceremony saw an attendance of 100 comprising of TAR University College students, staff and representatives from Mercy Malaysia, MyKasih Foundation and Rumah Titian Kaseh who were present to receive the cheques worth RM17,000.00 each from Datuk Dr Tan. Apart from the three beneficiaries, funds from the fundraising activities will also be channelled in cash, food items or learning materials to homes for the elderly and a crisis and drop-in centre for at-risk children in Chow Kit.

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat, praised TAR University College for their outstanding efforts and commended the students for their hard work and passion towards a noble cause.

"We thank TAR University College for their tireless efforts and for the generous contribution to MyKasih Foundation. The funds will be used to help poor families under the MyKasih 'Love My Neighbourhood' food aid programme through training and empowerment programmes. We hope this will be the beginning of a meaningful relationship between TAR University College and MyKasih Foundation," he ended.



Representing MyKasih Foundation during the cheque presentation ceremony was Ms Evelyn Ho, MyKasih Foundation's Commercial Director (left) who received a mock cheque from Datuk Dr Tan Chik Heok, President of TAR University College (centre) and Ms Karthiyani Shanmugam, Head of Centre for Nation Building and Languages (right).

MyKasih children's day out with the King of the Railway



The MyKasih families and their children posing with Wong Wai Kuan (seated, far right), Vice President of Themed Attractions & Resorts.

On 19 October 2013, 30 MyKasih children and their parents from Gelang Patah in Johor were invited to attend the grand screening of Thomas and Friends' new movie, 'King of the Railway'.

Organised by The Little Big Club, the Saturday evening event was held at Puteri Harbour Family Theme Park located in Nusajaya, Johor. Upon arrival and registration, the children were gathered for a 'meet and greet' session with "The Fat Controller" – one of the famous characters from the Thomas and Friends series. Later, they were served some light refreshments, courtesy of The Red Bow Café.

The day continued with a balloon sculpting activity, Thomas & Friends colouring activity followed by a theme park ride by none other than 'Thomas the Tank Engine' himself. "Thomas" is such a sport that he even offered the kids to ride for another round!

The children wore 'crowns' on their heads in conjunction with the movie title 'King of the Railway'. For the movie screening, the families were ushered into the movie theatre which was decorated with multi-coloured bean bags and pillows.

The 3-hour event may be a short one, but it was undoubtedly a joyful evening for the families. With food, movies and lots of photos, it certainly pays to be king for the day!

"We are extremely happy to sponsor this special movie screening. The Little Big Club is all about bringing joy and fun to all children. We wanted children from all walks of life to be able to experience the theme park and the lovable Thomas and friends. We are thrilled to host the kids from MyKasih," said Phillip Whittaker, Chief Marketing Officer of Themed Attractions and Resorts.

MyKasih would like to thank The Little Big Club for organising such a fun activity for the MyKasih children from the Gelang Patah, Johor community.



The eager children accompanied by Sir Topham Hatt, the head of the railway, waiting at Knapford Station to get on board Thomas for a thrilling ride!

A SMASHING GOOD TIME AT KARNIVAL BELIA 2013



On 13 October 2013, Politeknik Ibrahim Sultan students organised a Karnival Belia 2013 (youth carnival), as part of the students' final project under the Tourism and Hospitality Faculty.

35 children and parents from the DIALOG-sponsored MyKasih community in Pasir Gudang, Johor, attended the fun event and took part in telematches, such as Spoon Ball, Musical Chairs, Guess-the-Food-Ingredients, as well as traditional games such as batu seremban and congkak, quizzes and lucky draws. Other activities include a Perodua Car Club gathering, an exhibition on traditional Johor cooking, and several exciting car drifting demonstrations.

Politeknik Ibrahim Sultan students cheered the children on during the games and showed the MyKasih participants a good time. Everyone walked away with prizes!

"These activities give the children an opportunity to get together and play which helps in acquiring a healthy mental and social development. We would like to thank Politeknik Ibrahim Sultan for including us in their activities and hope others will come forward to offer the underprivileged children a touch of happiness through programmes such as this," said Dr Ngau Boon Keat, Chairman and Co-Founder of MyKasih Foundation.



The MyKasih children waiting for the sound of the whistle to start the Spoon Ball game.



Towards the end of one-day, Politeknik Ibrahim Sultan students prepared a wonderful surprise for the MyKasih children. The students sang the Happy Birthday song and presented every MyKasih child with a birthday cake with their names written on it! Their happy faces say it all.



Parents and children participating in the trivia game. The fastest person onstage with the correct answer wins!



The big sisters from Politeknik Ibrahim Sultan cheering the children on during the Musical Chairs game!



The children playing traditional Malay games such as congkak (above) and batu seremban.



A winner of the 'Guess-the-Food-Ingredient' game.



Some of the modified cars on display.

♥ Ways To Contribute

YOU CAN

MAKE A DIFFERENCE

CORPORATES

Sponsor a MyKasih community and adopt families today! Create a positive impact in your neighbourhood through food aid and rehabilitation programmes.

INDIVIDUALS

Donate generously and support our community programmes and activities geared towards improving the quality of life of MyKasih families.

VOLUNTEERS

Donate books, clothes or give your time. Be involved and make a difference in the lives of the less privileged.

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.

Donations can be made via:

1 CHEQUE

Payable to "MyKasih Foundation" to:

MyKasih Foundation
c/o Finance Department
2nd Floor, 209, Block G,
Phileo Damansara 1,
No. 9, Jalan 16/11, 46350,
Petaling Jaya, Selangor, Malaysia.

Please provide the following particulars on the reverse side of your cheque:-

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Full Name, I/C or Passport Number, mailing address, email address and contact number.

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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 which 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 7949 9735.

MyKasih Foundation (865756-D)

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