

# Monthly allowance for poor families

Programme also provides financial literacy courses to recipients

**M**YKASIH Foundation reaches out to more members of the community in the Klang Valley with the launch of its MyKasih - AmBank Group Community Programme in Sentul.

This is the fourth of such initiative by MyKasih Foundation following the launch of similar programmes earlier this year in Selayang, Puchong and Jinjang.

The success of these programmes has attracted a new corporate sponsor to step forward.

MyKasih Foundation chairman Ngau Boon Keat said MyKasih was a programme targeted at the poor members of society.

"The programme is more than just about subsidising the purchase of essential groceries. It also incorporates financial literacy courses and skills training for the recipients."

"A corporate sponsor, in this case, AmBank Group, has entrusted MyKasih with their contribution.

"Our non-profit organisation partner in Sentul, the Lions Club, helped select the recipient families," Ngau said at the launch.

"Funds are channelled to the housewife of each recipient family as a monthly allowance in her MyKasih account.

"The housewife will be able to buy selected essential grocery items using just her MyKad and a PIN. The transaction is convenient and safe as no cash changes hands.

"Instead of just receiving handouts, these families are able to make their own purchasing decisions. And as a result, a sense of independence and pride is instilled," he added.

AmBank Group is donating RM50,000 towards the MyKasih programme in Sentul.

Fifty households will benefit as their spending on essential groceries will be subsidised for one year.

AmBank Group chairman Tan Sri Datuk Azman Hashim said: "Essentially, under this programme, AmBank Group will provide an allowance of RM20 per family per week to help defray the cost of essential food items.

"With the funds, the families can buy food items like rice, sugar, flour, milk and cooking oil.

"We are pleased with the method of distribution of the funds to the chosen families.

"The distribution is transparent and there is no question of abuse by any party.

"With the launch of the Sentul programme, more than 200 families will now benefit from MyKasih's innovative food-aid

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programme.

"In conjunction with this, there will be a financial literacy programme where participating families will attend talks conducted by volunteers who will share their expertise and knowledge in financial management.

"This programme, we hope, will help the needy to learn how to cope with difficult times and maintain a sustainable lifestyle," added Azman.

For more information on MyKasih, visit [www.mykasih.com](http://www.mykasih.com)



**Good cause:** Azman (second from left) handing over the cheque to Ngau. Looking on are MyKasih Foundation director Tan Sri Megat Najmuddin Datuk Seri Dr Megat Khas and Multimedia Development Corporation chief executive officer Datuk Badlisham Ghazali.