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RM25,000 for MyKasih programme

KUALA LUMPUR: MyKasih Foundation has once again touched the lives of the less privileged with its "Love My Neighbourhood" programme in Segambut.

Property developer Sunrise Bhd is supporting the programme by contributing RM25,000 for the subsidised purchase of basic food items for 25 selected families for one year.

Sunrise Bhd's branding and community development department general manager, Anne Tong, said the company believed in helping the poor and needy, particularly

through food aid and education schemes.

"By supporting these households, we hope to ease their financial burden somewhat and improve their living condition."

Santhakumari Karupiah, a single mother and one of the recipients from Jinjang, had to quit her job and take care of her five young children because she could not afford to send them to a babysitter.

"I'm grateful for the help as it lessens my burden of putting food on the table for my family. I know my children will not have to go hungry."

MyKasih Foundation director, Ho Kay Tat said the foundation was grateful for the support from corporate sponsors for the welfare distribution programme.

Non-governmental organisations (NGOs) helped to ascertain the eligibility of families through qualitative and quantitative assessments in the selection process.

The system ensures that the donations reach the targeted recipients through their MyKad.

Detailed spending by recipients is furnished to donors so every ringgit contributed is a ringgit

accounted for.

The programme uses the technology developed by ePetrol Holdings to use the MyKad to pay.

MyKasih Foundation also manages a series of courses designed to help recipient families.

Volunteers help run basic financial courses to help adults manage their finances and boost their budgeting skills. Tuition is available for the children.

More than 300 households are now the beneficiaries of the MyKasih "Love My Neighbourhood" programme. — *By Natasha Ilyas*