



HSBC Bank Malaysia donates to charity

KUALA LUMPUR: HSBC Bank Malaysia contributed RM20,000 to MyKasih Foundation to support computer literacy programmes for underprivileged children in Kuala Lumpur.

HSBC Bank Malaysia's Head of Group Communications and Corporate Sustainability Marlene Kaur presented the cheque contribution which was received by MyKasih Foundation Chief Executive Officer, Jeffrey Perera.

Marlene Kaur said, "At HSBC, education is a constant theme in our approach to corporate social responsibility and we strongly believe in supporting initiatives that provide access to knowledge and skills, including computer literacy.

"As societies and businesses rely more and more on information technology, programmes such as the MyKasih computer literacy workshops will give people of all ages, particularly children and youth, an important advantage in their education attainment and future careers in today's digital age", she added. MyKasih Foundation collaborates with Datacom SEA (M) Sdn Bhd and AMD Global Services to carry out basic IT workshops for underprivileged children between 8 - 17 years old.

MyKasih Foundation Chief Executive Officer Jeffrey Perera said "HSBC Bank Malaysia's support towards computer literacy for

underprivileged children is aligned with our mission to assist families out of poverty through education".

In thanking HSBC Bank Malaysia for its contribution, Perera said, "We always seek to engage with partners who support local community initiatives aimed at improving the well-being of the underprivileged".

Perera expressed hope that more organisations and individuals will be inspired by the example set by HSBC Bank Malaysia and step forward to support the MyKasih "Love My Neighbourhood" programme.

MyKasih Foundation was set up three years ago by DIALOG Executive Chairman Dr Ngau Boon Keat and his wife Jean Ngau to improve the socio-economic well-being of the needy through food aid, education and skills training.

Launched in April 2009 with 25 families, MyKasih Foundation has changed the way welfare aid is managed and distributed with the use of MyKad technology.

Being technologically-driven, MyKasih has grown tremendously over the years and is now supporting close to 12,000 underprivileged families nationwide, including Sabah and Sarawak.

The breadth of MyKasih's programmes has expanded beyond food aid to include:-

- Tuition, computer literacy and bursaries for school-going children;

- Leadership camps, educational awards and bursaries for youths;

- Vocational training, skills training and income-generation course; as well as

- Empowerment and entrepreneurial coaching workshops for MyKasih welfare recipients.

All of the above is aimed at providing a more holistic approach in assisting MyKasih welfare recipients to improve their socio-economic status and step out of poverty.

This is not the first time MyKasih Foundation benefited from HSBC's social contribution. In 2010, HSBC Bank Malaysia provided the National Association of Women Entrepreneurs of Malaysia (NAWEM) with a grant for underprivileged women to be trained with self-sustaining skills.

34 MyKasih recipients have participated in NAWEM's 6-month Capacity and Capability Building Programme which not only teaches skills but also emphasises on crucial coaching and business-related skills required to start a small-scale business.

"MyKasih Foundation has been doing great work and we are delighted to be able to support their programmes. Their approach in assisting the underprivileged complements HSBC's focus on improving the lives and communities where we operate through relevant educational programmes," added Marlene.



MARLENE KAUR (left) presenting the cheque to MyKasih Foundation CEO, Jeffrey Perera.