



Sealing the deal: (From left) MRCS director Misnan Kassan, Dr. Noordin, Hisham, Dr Ngau and Perera sharing a smile during the signing ceremony.

Working together for humanity

Red Crescent, MyKasih team up to reach out to the needy

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IN THEIR efforts to collaborate on humanitarian initiatives in Malaysia, MyKasih Foundation and the Malaysian Red Crescent Society (MRCS) recently signed a memorandum of understanding.

The MoU sets out to support the work of MyKasih foundation but is specifically targeted at several programmes including Primary Health Care, First Aider in Every Home (FAIEH), Integrated Community Based Risk Reduction (ICBRR) and Program Remaja Sihat Sejahtera (PRESS).

MyKasih foundation was set up in April 2009 to help underprivileged Malaysians from low income households through food aid, education and training programmes.

"With this effort, MyKasih Foundation has become our partner in humanity to address the needs of the most vulnerable people," said Red

Crescent national vice-chairman and secretary-general Datuk Dr Noordin Abd Razak.

Noordin signed the memorandum with MyKasih Foundation chairman and co-founder Dr Ngau Boon Keat.

Red Crescent deputy national chairman Hisham Harun Hashim said the MoU marked a good start to their journey.

He said after visiting Germany and learning about their solutions to tackle social and welfare issues, MRCS and MyKasih are on the right track.

Hisham also said they were using existing programmes in their efforts to support MyKasih.

MyKasih Foundation chief executive officer Jeffrey Gerard Perera said while the foundation helps recipients cope with household expenses through food aid, it is not enough to address poverty.

"Working with its partners, MyKasih conducts health screening, skills training, capacity building and educational

programmes to help recipients grow to their fullest potential," he said.

Perera added that the partnership between MRCS and MyKasih will be evident in reaching out to underprivileged families and executing intervention programmes in a more structured and coordinated manner.

Dr Ngau said bringing the MRCS in would help disseminate simple skills to the recipients of MyKasih.

Both organisations will be meeting up soon to identify the key areas and communities they will work in.

Presently, MyKasih is using ePetrol's cashless payment system via MyKad at participating retail outlets.

It allows recipients to shop, select and pay for essential food items up to RM80 a month for a minimum period of one year.

MyKasih also launched the Love My School programme that helps children pay for stationery and food from the canteen via a student smartcard linked to their MyKad.