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Food aid for the poor

Company links up with foundation to benefit 40 low-income households

TNT Express Malaysia and the MyKasih Foundation, a charity organisation that helps less fortunate families, joined forces for the second time to bring aid to those in need.

This year the two will embark on another 12-month programme, which started in June, where TNT Express Malaysia will contribute RM41,600 to the TNT-MyKasih "Love My Neighbourhood" food aid programme.

The aid is expected to provide temporary relief and support for 40 low-income households at Pangsapuri Enggang in Bandar Kinrara, who were adopted with the help of Community At Heart, an organisation aiming to impart a positive change for a better community.

With food taken care of for a one-year period, the beneficiaries will be able to focus on other important aspects to improve their wellbeing, such as education, healthcare and honing other useful skills to better their socio-economic standing.

The funds to these families will be disbursed on a fortnightly basis throughout the one year, in order to encourage financial planning and responsible spending.

The funds will be loaded onto the beneficiaries' MyKad, which can be used at partner retail outlets nearby to pay for essential food items.

In addition, TNT Express Malaysia will launch a series of financial literacy programmes and living skills workshops for members of the beneficiary families.

This year's collaboration between TNT Express Malaysia and MyKasih Foundation was made official at a ceremony at the Giant Bandar Kinrara Training Academy.

The event was attended by the foundation's

managing director Jeffrey Perera, TNT Express Malaysia managing director Chong Siang Chung and representatives from the recipient families.

"Since the foundation's inception in 2009, the MyKasih 'Love My Neighbourhood' programme has reached out to more than 190,500 low-income households nationwide.

"The continuous dedication and care that TNT has demonstrated towards the wellbeing of these families is truly exemplary. It is our hope that more corporations follow in their footsteps to do their bit for the less fortunate," Perera said.

The programme has been able to inculcate financial independence and encourage these individuals to pursue more beneficial, income-generating activities.

Having graduated from the TNT Bakery class in 2013 under the first TNT-My Kasih programme, a group of women from the recipient families pulled together to start a home business making cookies for sale. Since then, the women have showcased their products at bazaars and morning markets, generating extra income to help sustain their families.

"CSR activities have been part of our life here at TNT Express Malaysia as we firmly believe in leaving a significant impact on the communities in which we operate.

"To-date, our TNT family has clocked in more than 20,000 hours in our CSR efforts since its inception in 2011.

"Having the privilege to play a role in the progress of these families from the previous "Love My Neighbourhood" programme is truly an encouragement for us, as we were able to impart a positive difference in their lives," said Chong.

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Timely help:
 (From left) Chong and Perera with a participant of the TNT-MyKasih Love My Neighbourhood programme who used her MyKad to make several purchases.