

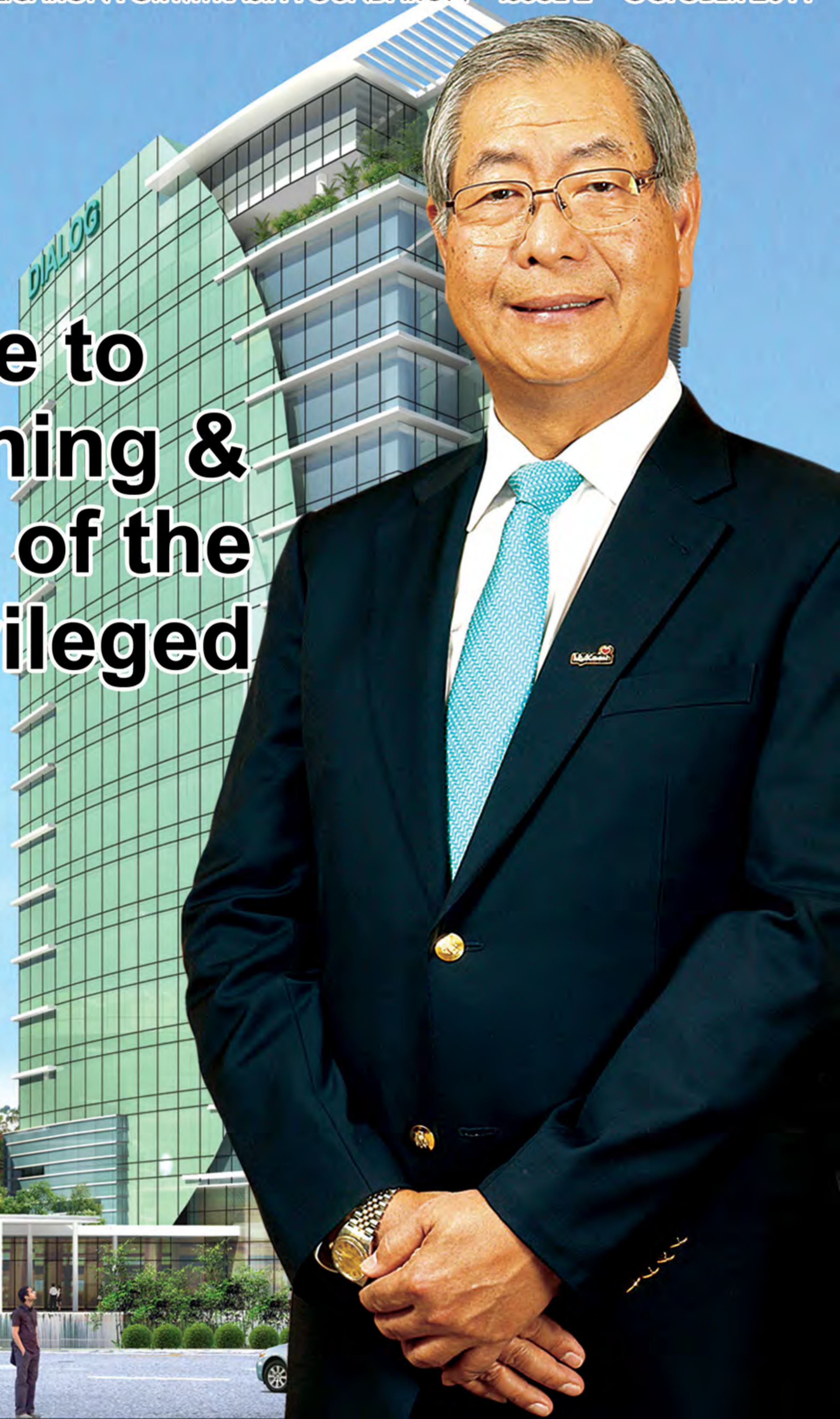


MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION ISSUE 2 OCTOBER 2011

DIALOG Gives More to Skills Training & Education of the under-privileged



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CHAIRMAN'S MESSAGE

2 YEARS AGO, MY WIFE JEAN AND I ESTABLISHED THE MYKASIH FOUNDATION WITH A MISSION TO FEED THE POOR REGARDLESS OF RACE OR RELIGION. REALISING THAT FOOD AID ALONE WAS NOT SUSTAINABLE, WE QUICKLY EXPANDED THE SCOPE OF THE PROGRAMME TO PROVIDE ITS WELFARE RECIPIENTS WITH OPPORTUNITIES TO IMPROVE THEIR SOCIO-ECONOMIC WELL-BEING THROUGH EDUCATION AND SKILLS TRAINING FOR BETTER INCOME GENERATION.

The MyKasih "Love My Neighbourhood" programme aims to make a positive difference to the lives of under-privileged families who reside in communities where the donor companies operate. The Foundation's entry point into a community is through food aid, using innovative smart chip technology to ensure that aid is delivered in full to deserving recipients securely and accurately using the MyKad (Malaysian national identity card).

To-date, I am most delighted to say that with the support of our generous donors MyKasih provides food aid to almost 10,000 under-privileged families in 98 communities nationwide, including Sabah and Sarawak.

In our attempt to reach out to more under-privileged communities, MyKasih is now engaging with the State Governments. Through the auspices of the Implementation and Coordination Unit (ICU) of the Prime Minister's Office, we are exploring a joint effort with the private sector to address poverty eradication through food aid and education.

On that note, I would like to take this opportunity, on behalf of the Foundation, to welcome on board MyKasih's new corporate donors – MISC Berhad, Murphy Sarawak Oil, Scomi Group, Sime Darby Berhad and Mubadala Development Corporation, who have decided to support under-privileged families in Johor, Sarawak, Selangor and the Klang Valley.

I would also like to express our sincere gratitude to the other donors and partners who are still with us today – we are indeed thankful for your continued support. MyKasih Foundation would like to reach out to more companies with progressive corporate responsibility philosophy and explore potential areas of collaboration to jointly tackle the issue of poverty.

My thanks also go out to the volunteers from Monash University, NRC11, Dialog Group Berhad, Universiti Malaysia Terengganu (UMT) and youths from the MyKasih Kayu Ara community, who are giving the Foundation their precious time. I am also deeply grateful to the LPPKN for continuing to support us with their training programmes throughout the country, and to Datacom, AMD Global Services and SOLS24/7 for agreeing to join us to train the children of our families.

Determined to remain relevant and useful to the under-privileged communities we have brought on to our programmes, MyKasih Foundation is teaming up with Universiti Kebangsaan Malaysia (UKM) to conduct a thorough 'needs analysis' and to research on relevant intervention programmes to maximize the benefits to the recipients in the short period of 1-2 years when we are engaged with them.

Moving forward, we hope to garner more support - be it monetary, time or expertise, which will enable us to serve the poor whom we have humbly committed ourselves to helping, in restoring purpose and dignity into their lives.

Thank you.

Sincerely,
NGAU BOON KEAT

EDITOR'S NOTE

THE NUMBER OF FAMILIES UNDER THE MYKASIH "LOVE MY NEIGHBOURHOOD" PROGRAMME HAS GROWN FROM 9,101 FAMILIES IN APRIL 2011 TO OVER 9,500 IN AUGUST. MANY THANKS TO NEW DONORS, NAMELY MURPHY SARAWAK OIL, MUBADALA DEVELOPMENT CORPORATION, MISC BERHAD, SIME DARBY GROUP AND SCOMI GROUP.

The second issue of MyKasihNews illustrates the vibrancy of the Foundation's activities during the period of May to August 2011.

The number of families under the MyKasih "Love My Neighbourhood" programme has grown from 9,101 families in April 2011 to over 9,500 in August, many thanks to new donors, namely Murphy Sarawak Oil, Mubadala Development Corporation, MISC Berhad, Sime Darby Group and Scomi Group.

In this issue we are highlighting one of MyKasih's largest donors, DIALOG Group Berhad, featuring the various ways the organization contributes to all 720 of its adopted families and also its benefactions towards the day-to-day running of the Foundation.

We are also showcasing one of MyKasih's key retail partners, Giant Hypermarket, which is supporting the MyKasih food aid programme via its 19 outlets throughout the country.

In June, MyKasih Foundation held its inaugural fund-raising charity golf tournament at the Glenmarie Golf and Country Club in Shah Alam, Selangor. 76 companies and individuals contributed generously to support MyKasih's education programmes, youth motivational camps and skills training.

It is without a doubt that the Foundation is focusing more on the education component of the "Love My Neighbourhood" programme. Do peruse the pages of this issue and read about the Shell Excellence Awards, tuition programmes for school-going children, as well as skills training for MyKasih recipients, featuring Puan Rohanaliza from Selayang.

MyKasihNews also highlights collaborations and initiatives run by like-minded organizations, such as Science of Life Studies 24/7 (SOLS24/7), myHarapan Youth Trust Foundation, Orang Asli Learning Centre Project, and Mari Kita Membaca.

As MyKasih reaches out to potential corporate donors, the team is exploring the utilisation of social media and new technology to attract individual philanthropists and volunteers, both relatively untapped resources. MyKasih recently launched its "MyKasih Foundation" Facebook Page and an Online Donation Page on its website at www.mykasih.com. Do watch those spaces for upcoming social media campaigns.

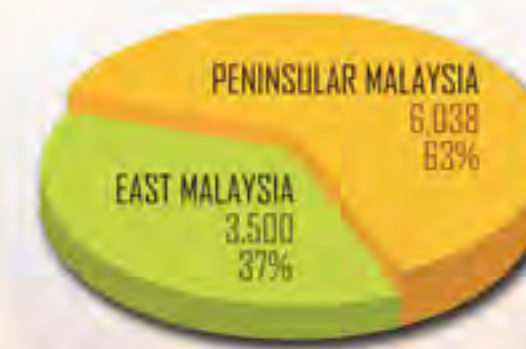
Dedicating pages to women philanthropists who give their time to charitable causes, MyKasih recognizes Puan Nazrin Aneza and Puan Siti Khairon, both Advisory Council members of MyKasih Foundation.

I would also like to take this opportunity to acknowledge the significant contributions made by volunteers from Universiti Malaysia Terengganu (UMT), NRC11, Monash University Volunteer Programme (MUVF), DIALOG employees and youths from the MyKasih Kayu Ara community, who unconditionally gave the Foundation much needed support as the programme grew by leaps and bounds.

While the core of the MyKasih "Love My Neighbourhood" programme focuses on urban and sub-urban productive poor segments of society, many are aware of the plight of poor communities in the inner recesses. DIALOG ran a donation drive and contributed clothes, basic food items and other items to 5 indigenous villages in Pahang, Perak and Kelantan. The items were delivered by volunteers from MyKasih and other individuals. Those trips are pictorially reported in this issue.

I hope you will enjoy this issue of MyKasihNews and learn more about what we do with the hope that you will be inspired to join us in our effort to positively and meaningfully impact the lives of the less fortunate.

MyKasih TODAY

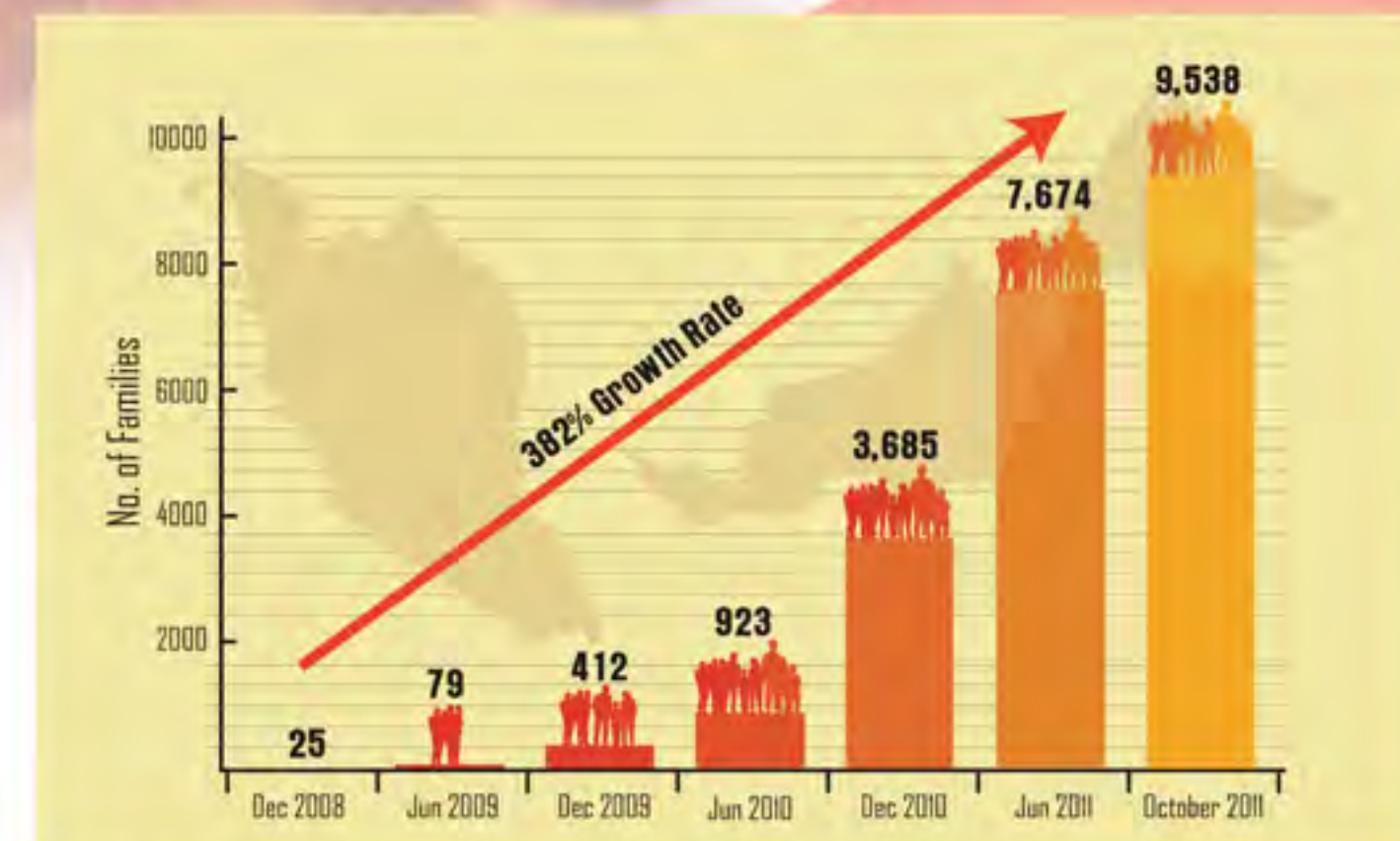


The pie chart and graphs show the distribution and number of families adopted under the MyKasih 'Love My Neighbourhood' food aid programme based on states. As of October 2011, MyKasih is providing food aid to 9,538 under-privileged families in 98 communities nationwide, including Sabah and Sarawak.

Number of MyKasih recipients based on locations

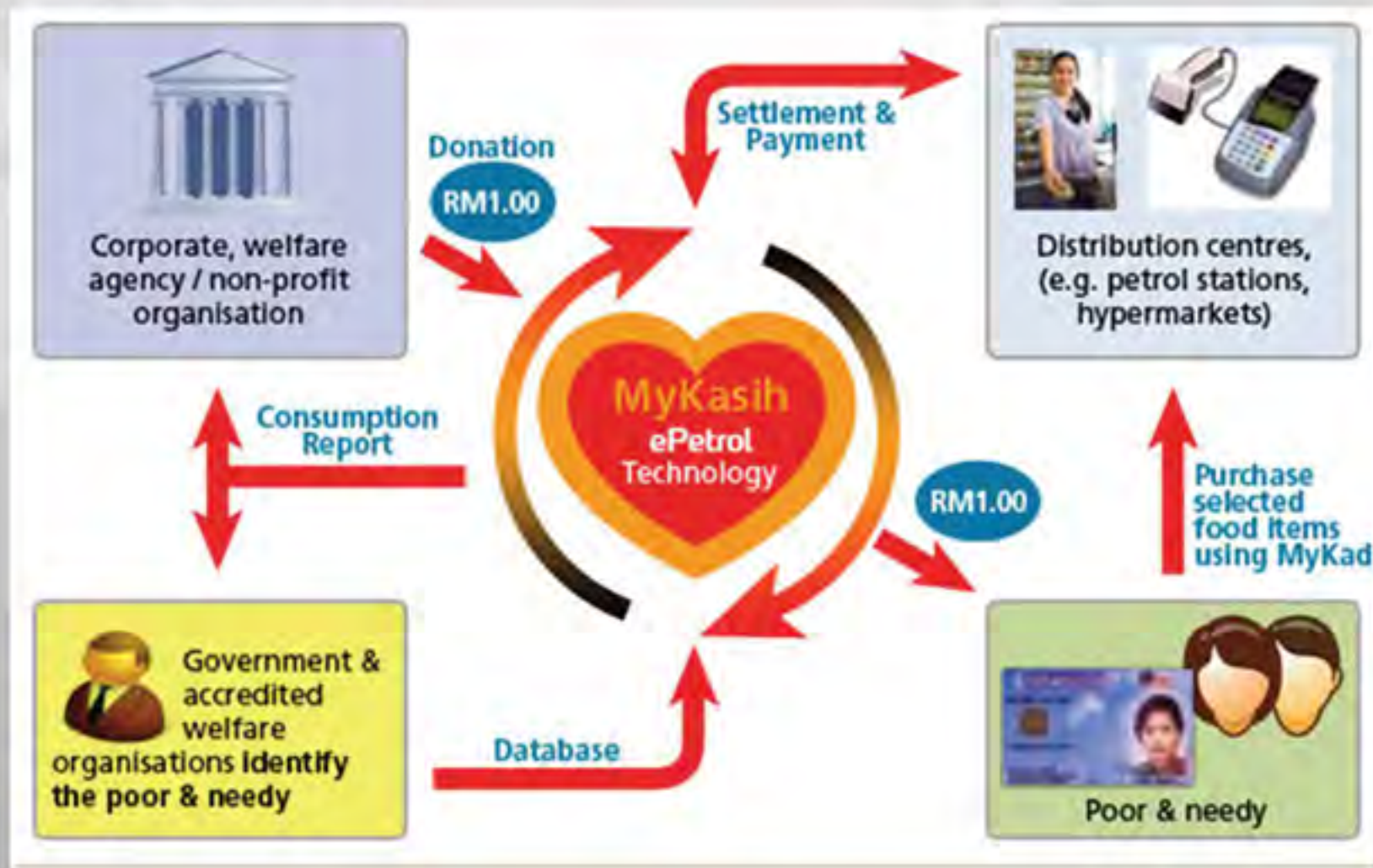


Number of Families on MyKasih programme



To-date, MyKasih Foundation is supported by over 30 corporate donors as well as individuals, who trust that 100 percent of their contributions are channelled towards targeted recipients approved by them. All donations to MyKasih Foundation are tax exempted.

How MyKasih Works



How the MyKasih Programme works:

1. Government or established welfare agencies identify and select needy families and give their details to the MyKasih Foundation. Agencies use qualitative and quantitative factors to assess the eligibility of the recipients, i.e. the number of members in the family, household income, ownership of assets, etc.
2. Each family will elect a recipient. A monthly allowance is deposited into the recipient's MyKad account.
3. Recipients shop at participating retailers for essential goods such as rice, bread and flour, etc.
4. Recipients use their MyKad to make payments.
5. ePetrol administers the payments and reconciliations between retailers and MyKasih Foundation.

The process is efficient, secure and most importantly, transparent.

The computerised system provides audit trails and analyses on demographics and consumption patterns, enabling sponsors to track their donations.

We do not give out food and supplies to the poor and needy on an ad-hoc basis. Instead, we make a long-term commitment to empower the people we help, regardless of their race or religion.

Families undergo financial counselling and their children attend education workshops as part of the rehabilitation programme supported by our volunteers. In the near future, we expect corporations to offer scholarships, job placements and training to provide recipient families with much needed support and opportunity to better themselves.

Technology and The Future of Welfare

BY MAKING JUDICIOUS USE OF TECHNOLOGY, OUR STAFF AND VOLUNTEERS CAN SPEND MORE TIME ON SERVICES SUCH AS COUNSELLING, TUITION AND TRAINING. TECHNOLOGY CAN OFTEN SEEM OVERLY COMPLICATED, CONFUSING AND SOMETIMES IRRELEVANT TO USERS. NOT THIS TIME. AS MALAYSIA MOVES TOWARDS BECOMING A MORE TECHNOLOGICALLY DEVELOPED NATION, MYKASIH BELIEVES TECHNOLOGY CAN ALSO BE HARNESSSED TO IMPROVE THE LIVES OF POOR FAMILIES.

We have rolled out projects in communities across Malaysia including Sabah and Sarawak, targeting areas with clusters of low-income households. Multimedia Development Corporation (MDeC) and Jabatan Pendaftaran Negara (JPN) have been supporters of our projects from the start and share our aim of finding better and more efficient ways of using technology to improve the welfare of poor people in the country. MyKasih has shown that technology with a heart can lead to better lives for the poor.

For more information, please log on to www.mykasih.com.



Donors and recipients have been enthusiastic and pleased with the outcome of our projects. Transparency and accountability are traits our donors value when deciding to sponsor our projects. Our donors and volunteers understand that helping the poor and needy in their neighbourhoods in which they live, work and play will lead to a better environment for everyone living there.

Because recipient families have a choice in when and what to buy, they learn to better manage their budgets and also gain a measure of autonomy in their lives. Their pride is restored as they gradually become part of mainstream society. When people no longer feel like social outcasts, increased national pride and social unity are the positive results.

"The use of single identification number in MyKad provides direct citizens engagement and convenience in the delivery of benefits through ICT. The move towards utilizing ICT in disbursement of welfare aid not only enables efficient delivery of services, but will also bring about a culture change amongst the people".

*Datuk Badlisham Ghazali,
Chief Executive Officer, Multimedia
Development Corporation*

Q2

MyKasih 'Love My Neighbourhood' Programme Launch, May – August 2011 **LAUNCHES**

Sapura Smart School donates RM20,000 to MyKasih Foundation – June 2011

MyKasih Foundation was one of the few charity organisations chosen by Sapura Smart School to receive a RM 20,000 donation which was part of the proceeds from the Sapura Smart School Charity Fun Fair held on April 10, 2010. It was the School's third charity event since 2008, which saw teachers, students and their parents working together to raise funds to support various social causes.

Encik Abdul Hadi bin Yahya Luddin, Vice President of the Sapura Smart School Parent Support Group Committee, handed over the cheque to MyKasih Foundation CEO Mr Jeffrey Perera prior to the opening of their Mama Mia School Play on June 26, 2011.

"Through fund-raising events, we aim to instill the values of love, kindness and social responsibility among our students", said Encik Abdul Hadi.

The school's Parents Support Group (PSG) consists of all parents of the students and they meet on a regular basis with the school administration. With the funds raised, PSG 2010 has set up the following committees – 'Education', 'Welfare' and 'Sports & Clubs' to enhance students' participation at school.

Senior Principal of Sapura Smart School Mrs Irene Chee said "It is hoped that the spirit of charity will be embedded in our children as part of their learning at Sapura Smart School".



Left to right: Mrs Irene Chee, Senior Principal of Sapura Smart School; Encik Abdul Hadi bin Yahya Luddin, Vice President of the Parent Support Group; Mr Jeffrey Perera, MyKasih Foundation CEO; and Encik Anuar Fariz bin Fadzil, Marketing & Communications Manager of Sapura Smart School.



MURPHY Launch, 26 July 2011

Murphy Sarawak Oil Co. Ltd. donated RM 104,000 to the MyKasih Foundation for the MyKasih "Love My Neighbourhood" food aid programme which will help support 100 low-income households in Bintulu, Sarawak, and Kota Marudu, Sabah, for one year.

This is the first time Murphy Sarawak is partnering with MyKasih Foundation to allow their adopted families in Bintulu to purchase essential food items at New World Mart in Park City Shopping Mall, while those in Kota Marudu would purchase at Milimewa Supermarket.

Murphy Sarawak Director of Operations, Mr Ho Swee Chee, handed over the donation to MyKasih Foundation Chief Executive Officer, Mr Jeffrey Perera, at a ceremony held at Park City mall in Bintulu, Sarawak, on 26 July 2011. Looking on was Mr Keith Pointer, CEO of Destiny Properties, the entity that owns New World Mart. Happy to do more than just be the partner retail store for MyKasih programme in Bintulu, New World Mart also donated RM 5,200 to MyKasih Foundation on that day.

Left to right: Mr Ho Swee Chee, Murphy Sarawak Director of Operations; Mr Jeffrey Perera, MyKasih Foundation CEO and Mr Keith Pointer, CEO of Destiny Properties.

Kuala Lumpur, 8 August 2011 with Sime Darby Berhad.

Sime Darby Berhad collaborated with MyKasih Foundation through the latter's 'Love My Neighbourhood' food aid programme, where Sime Darby aims to provide essential food items to 100 poor and vulnerable families in two locations within Kuala Lumpur - Keramat and Jalan Ipoh.

Aptly named 'Jalanan Ikhtiar', the pilot initiative was launched on August 8th at Giant Brem Mall in Kepong, Kuala Lumpur.

Present to receive the donation from En Zulkifli Zainal Abidin, Executive Vice President of Sime Darby's Group Human Resources, was Director of MyKasih Foundation, Y.Bhg. Tan Sri Dato' Seri Megat Najmuddin. The mock-cheque presentation was witnessed by the Minister of Federal Territory and Urban Wellbeing, Y.B. Dato' Raja Nong Chik bin Dato' Raja Zainal Abidin.

"Sime Darby is committed to supporting communities where it operates. Ensuring that the under-privileged are given an opportunity to improve themselves is a part of good corporate citizenship," said Sime Darby's President & Group Chief Executive Officer, Y.Bhg. Dato' Mohd. Bakke Salleh.

"Technology has so much potential to change people's lives. Given the right technology, the capacity and the opportunity, perhaps more families will be assured of dinner on the table tomorrow", he added.

Sime Darby is a Malaysia-based diversified multinational conglomerate involved in key growth sectors, namely plantations, property, motors, industrial equipment, energy & utilities and healthcare. Founded in 1910, Sime Darby has a workforce of over 100,000 employees in over 20 countries.

YB Dato' Raja Nong Chik bin Dato' Raja Zainal Abidin, YBhg Tan Sri Dato' Seri Megat Najmuddin and Encik Zulkifli Zainal Abidin together with the MyKasih recipients during the group photo session.



'Program Sentuhan Harapan PETRONAS' in Johor, sponsored by MISC Berhad and its subsidiary MHB.

MISC Berhad launched the second 'Program Sentuhan Harapan PETRONAS' in Pasir Gudang, Johor on 9 August 2011. MISC and its subsidiary Malaysia Marine and Heavy Engineering Holdings Berhad (MHB), contributed RM 500,000 to sponsor 200 under-privileged families residing in Pasir Gudang and Kukup for the next two years.

The community outreach programme was initiated by PETRONAS in collaboration with MyKasih Foundation. First launched in July 2010 by Malaysian Prime Minister, YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak in Miri, Sarawak, the programme leverages an innovative welfare distribution system using the MyKad and the nationwide reach of PETRONAS' Mesra convenience stores. Two selected Mesra stores, located in Kukup and Pasir Gudang respectively, will play host to recipient families where they will purchase essential food items worth RM80 for every month.

MISC's President/CEO, Datuk Nasarudin Md Idris said, "Through the Sentuhan Harapan programme, the company can contribute even more towards the social development

of communities in Johor and at the same time, support PETRONAS Group's efforts in assisting the Government in eradicating poverty in the country."

Officiated by Datuk Nasarudin Md Idris, President/CEO of MISC Berhad, the launch was held at the Jalan Bandar PETRONAS Service Station in Pasir Gudang, Johor. Also present were Mr Dominique De Soras, Managing Director/CEO of Malaysia Marine and Heavy Engineering Holdings Berhad and Tan Sri Dato' Seri Megat Najmuddin Megat Khas, Director of MyKasih Foundation.



YBhg Tan Sri Dato' Seri Megat Najmuddin and YBhg Datuk Nasarudin Md Idris together with the MyKasih recipients during the group photo session.

SPORTS & CHARITY

always a good blend



ON 5 JUNE 2011, MYKASIH FOUNDATION STAGED ITS INAUGURAL FUND-RAISING CHARITY GOLF TOURNAMENT AT THE GARDENS COURSE OF GLENMARIE GOLF AND COUNTRY CLUB IN SHAH ALAM. 76 COMPANIES AND INDIVIDUALS CONTRIBUTED GENEROUSLY TOWARDS THE EVENT WHICH RAISED A STAGGERING RM 394,720 TO SUPPORT THE REHABILITATION EFFORTS OF THE MYKASIH 'LOVE MY NEIGHBOURHOOD' PROGRAMME. SEVERAL MORE COMPANIES SPONSORED PRIZES.

Tournament participation was by invitation only, which saw an impressive total of 128 golfers teeing off on that Sunday afternoon for a good cause. Based on the Stableford System 36, the eventual champion was 8-handicapper Phil Gallagher of Dialog Group Berhad with a score of 37 points (OCB).

MyKasih Foundation Chairman, Mr Ngau Boon Keat, was grateful for the overwhelming response from the sponsors and golfers. In his speech during the prize-giving ceremony, he explained that the proceeds will allow MyKasih Foundation and its training partners to run education programmes, youth motivational camps and skills training workshops aimed at bringing about positive development among MyKasih's welfare recipient families.

"The MyKasih programme is dedicated to improving the well-being of recipient families, socially and economically. With the food aid programme well established, our goal is to assist the families in increasing their household income and therefore achieving financial independence so that they no longer require food aid", said Mr Ngau.

Realising that food aid alone is not sustainable in helping communities step out of poverty, MyKasih, together with its training partners and NGOs, conduct programmes on financial literacy, health awareness, entrepreneurial skills training, motivational camps for youth, and tuition for school-going children. These activities are part of MyKasih's outreach and rehabilitation efforts.

MyKasihNews would like to record the Foundation's sincere appreciation to all donors and golfers for their generous contribution and active participation in the inaugural charity golf tournament. The Foundation looks forward to their continuing support at the second golf charity event next year.

Top 20 Winners

Top 20 Players	Name	Prize
Winner	Phil Gallagher	Samsung LED 40" TV
No. 2	Abd Rashid Hasim	Trip for 2 to Bangkok + Hotel + Golf
No. 3	Wong Chong Kim	BMW Golf Bag + Travelling Case
No. 4	Michael Wong	Panasonic LCD 32" TV
No. 5	Frankie Poon	RM1,300 Cash Voucher
No. 6	Dato' Mohd Zaini Amran	RM1,200 Cash Voucher
No. 7	Wong Voon Pooi	RM1,000 Cash Voucher
No. 8	Azman Alias	RM 800 Cash Voucher
No. 9	Dato Ir Dr Ahmad Fikri	RM 600 Cash Voucher
No. 10	Kenneth Lim	RM 500 Cash Voucher
No. 11	Dato' Loo Yeng Peng	RM 450 Cash Voucher
No. 12	Ong Ju Xing	RM 400 Cash Voucher
No. 13	Dato' Mohd Al-Amin	RM 300 Cash Voucher
No. 14	Mohd Yunus Mohd Shamsudin	RM 300 Cash Voucher
No. 15	Richard Yeow	RM 300 Cash Voucher
No. 16	Abd Aziz Othman	RM 250 Cash Voucher
No. 17	Vincent Poon	RM 250 Cash Voucher
No. 18	Dato' Mohd Khadar	RM 200 Cash Voucher
No. 19	John Yong	RM 200 Cash Voucher
No. 20	Yusa' Hassan	RM 180 Cash Voucher
Bulls Eye Collection		RM3, 660
• Awarded to Winner, Usui Tsutumo		RM1, 850
• Donation to MyKasih Foundation		RM1, 810



Contributors

Funds & Flight Sponsorship

1. Alliance Bank Malaysia Berhad
2. AmGroup Foundation
3. Andrew Duncan Copland
4. Andrew Lai Keun On
5. Ansah Sdn Bhd
6. Baharuddin Ali & Low Sdn Bhd
7. Bauer (Malaysia) Sdn Bhd
8. Bright Sun Engineering Sdn Bhd
9. Caltec Limited
10. Cheong Yew Fei Randy
11. ConocoPhillips
12. Datuk Tan Kim Leong
13. DIALOG Group
14. Eastern Solder Engineering & Construction SB
15. GCH Retail (Malaysia) Sdn Bhd
16. Hazry Zaini
17. Heng Soon Lip
18. Henry Tan Swee Heng
19. HSBC Bank Malaysia Berhad
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23. Intruparts Engineering (Selangor) Sdn Bhd
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26. Langsung Terminal (One) Sdn Bhd
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31. Mah Siew Kwok
32. Malayan Banking Berhad
33. Malene Kuala Lumpur
34. Mehtaflow Sdn Bhd
35. Meiden Malaysia Sdn Bhd (921480-W)
36. Mohd Padzli Bin Hassan
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60. Soon Yang Chemicals Sdn Bhd
61. Specialty Plastics Inc
62. Sri Kimpal Engineering Sdn Bhd
63. Sumisaujana Sdn Bhd
64. Sunway City Berhad
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66. Tan Ngee Meng
67. Teganas Sdn Bhd
68. Toh Chee Seng
69. Total Plantcare Sdn Bhd
70. Translift Sdn Bhd
71. Transwater Api Sdn Bhd
72. Whessoe Sdn Bhd
73. Zainab Binti Mohd Salleh

Prize Sponsorship

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2. BMW Group
3. Boustead Petroleum Marketing Sdn Bhd
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5. Econsave Cash & Carry Sdn Bhd
6. GCH Retail (M) Sdn Bhd
7. Hewlett-Packard
8. Holiday Tours & Travel Sdn Bhd
9. Malaysia Book of Records Sdn Bhd
10. Standard Chartered Bank Malaysia



Shell Educational Excellence Awards 2011

From left to right:- The ten deserving secondary school leavers who are children of MyKasih food aid recipients - Haffizon bin Tahir (Jalan Ipoh), Muhammed Azmi (Kayu Ara), Sathiswaran a/l Ulganathan (Puchong), Nur Syakilla binti Selamat (Kayu Ara), Chong Yan Chee (Kayu Ara), Sonia a/p Sivakumaran (Cheras), Teoh Mei Yee (Jinjang), Sangetharani a/p Selvadurai (Selayang), Moghenesvari a/p Ramakrishnan (Selayang), Betsy Vickneshmaria (Kayu Ara).

ON THURSDAY 21 APRIL 2011, TEN SECONDARY SCHOOL LEAVERS, WHO ARE CHILDREN OF MYKASIH'S FOOD AID RECIPIENTS, WERE AMONGST THOSE AWARDED BURSARIES AND SCHOLARSHIPS BY SHELL MALAYSIA IN RECOGNITION OF THEIR EXCELLENT ACADEMIC ACHIEVEMENTS.

The Shell Educational Excellence Awards Ceremony, which was held at the Kuala Lumpur Convention Centre, was officiated by Deputy Higher Education Minister Datuk Saifuddin Abdullah.

Shell Malaysia Chairman, Encik Anuar Taib, said in his speech that the company believed the business community could play an integral role in complementing the government's efforts to develop and enhance Malaysian human capital.

"As the country transitions into a high income economy, a larger pool of highly qualified professionals is necessary to make the country more competitive", he said.

For the year 2011, Shell Malaysia is awarding a total of 400 bursaries and 100 scholarships worth RM 11 million to Malaysian students to enable them to pursue university or first-degree courses at approved local and overseas institutions. Shell's scholarships are awarded based on merit and are non-binding, therefore scholars are free to pursue any employment of their choice.

Shell Malaysia has been awarding bursaries and scholarships to deserving Malaysian students for more than 40 years, amounting to a human capital investment of close to RM 140 million. Their scholarship programme has benefited more than 2,000 students so far, including those with physical disabilities.

Co-Founder and Chairman of MyKasih Foundation, Mr Ngau Boon Keat, was pleased to learn that ten SPM-leavers from the low-income households of Jinjang, Kayu Ara, Selayang, Puchong, Cheras and Jalan Ipoh, were eligible for the Shell bursaries. These youths are children of low-income households and are welfare recipients under the MyKasih "Love My Neighbourhood" Food Aid Programme.

Under the MyKasih food aid programme, the head of the recipient family is credited with a fortnightly allowance of RM 40 which is deposited into a virtual MyKad account. This enables the recipient to purchase approved essential food items at designated retail outlets using her/his MyKad. The system is cashless, seamless, easy-to-use and transparent.

"With the recognition from Shell, I hope these ten SPM leavers are encouraged to push beyond their limitations and pursue their dreams and ambitions. They make excellent role models for the youths in their community by instilling the right values system. More importantly, their success is crucial in getting the entire family out of the state of poverty", said Mr Ngau.

"When they grow up and are successful in pursuing their respective careers, I hope they will not forget to return and contribute towards making a positive impact in society," he added.



Chairman of Shell Malaysia, Encik Anuar Taib handing the award to Sangetharani, a high achiever who is part of the MyKasih food aid programme.

18-year old Sangetharani Selvadurai from Selayang, who scored 9 A's in her SPM examination said

" I am thankful for this bursary as it will help me during my application to further my studies. I would like to pursue a degree in medicine "



Nur Syakilla Binti Selamat said that

" This bursary encourages me to pursue tertiary education. I am particularly interested to become a stewardess so that I can travel the world to learn and absorb the different cultures "



Mohammed Azmi from Kayu Ara

" Being here during this award ceremony has further encouraged me to achieve greater things in life. I would like to pursue a career in becoming a Medical Officer "

UMT links with MyKasih

to help the poor via **USR@UMT**



Recipients of MyKasih 'Love My Neighbourhood' food aid programme from Kuala Nerus and Kuala Terengganu listening to the briefing by MyKasih's Senior Manager, Shafinaz Suhaimi. The Q&A session which followed provided adequate opportunity for the recipients to clarify any uncertainties.

University Malaysia Terengganu (UMT), through its Industry Networking and Community Service Centre (InComS), is collaborating with MyKasih Foundation to identify poor families within UMT's vicinity who are eligible for the MyKasih "Love My Neighbourhood" food aid programme.

Launching the "USR@UMT Programme" on June 27 2011, Prof. Dr. Yahaya bin Ibrahim, Deputy Vice Chancellor of Student Affairs and Alumni, mentioned in his speech that the main objectives of this particular University Social Responsibility (USR) programme are to assist MyKasih Foundation in delivering food aid to the needy in Kuala Terengganu and Kuala Nerus, as well as to strengthen the University's relationship with surrounding communities.

Puan Siti Khairon, an Advisor to MyKasih Foundation, stated that 140 families in Kuala Terengganu and Kuala Nerus have been registered as recipients under the MyKasih food aid programme as of June 2011. Orientation sessions for all 140 recipients were conducted by MyKasih Foundation on June 13-14 where recipients are taught how to use their MyKad to purchase essential food items at designated partner retail stores, in this case, Giant Kuala Terengganu.

Prof. Dr. Yahaya Ibrahim thanked the Principals of the four schools who were instrumental in identifying needy families and forwarding their applications to UMT and MyKasih Foundation.

"With UMT'S help, MyKasih Foundation is able to extend assistance to more poor families in Terengganu. Hopefully, with this programme we are able to help fulfil their nutritional needs and promote their well-being."

- Puan Siti Khairon, Advisor to MyKasih Foundation

Schools	Number of families registered	
	Kuala Nerus	Kuala Terengganu
Sekolah Kebangsaan Tok Jembal	45	22
Sekolah Kebangsaan Mengabang Telipot	20	27
Sekolah Kebangsaan Seberang Takir	12	13
Sekolah Kebangsaan Gong Badak	-	1

"There are a lot of poor families in Terengganu. We hope that more donors will come forward and fund the MyKasih food aid programme as we would like to reach out to more low-income households and support them through this initiative", said Prof. Dr. Yahaya Ibrahim.

This is UMT's first official USR programme with MyKasih Foundation. Since its inception in 2009, INComS has carried out 10 USR programmes such as Workshop of Commercial Food Products Processing, Mosque Financial Management Workshop and Bakti Staf just to name a few.

In the near future, UMT's Golden Key (student elite) club would like to carry out an already on-going UMT Golden English Reading Programme with the children of MyKasih families.

Prof. Dr. Yahaya Ibrahim urged the recipients to visit UMT with the hope of encouraging them to send their children to school and motivating them to further their studies.

"Education is important to improving our quality of life. We would like your children to be proud graduates of UMT", he added.

"There are a lot of poor families in Terengganu. We hope that more donors will come forward and fund the MyKasih food aid programme as we would like to reach out to more low-income households and support them through this initiative."

- Prof. Dr. Yahaya Ibrahim



(left to right): Hajah Zainon binti Mohamad, Pn. Noraini Hashim (Guru Penolong Kanan Hal Ehwal Murid) represents Hajah Mahani Jaafar, Prof. Madya Dr. Mahadzirah Mohamad, Puan Siti Khairon, Prof. Dr. Yahaya Ibrahim, Encik Ibrahim bin Che Mat, Encik Nordin bin Hashim.

Puan Siti Khairon, MyKasih Foundation Advisory Council member, presenting a token of appreciation to Prof. Dr. Yahaya bin Ibrahim, Deputy Vice Chancellor of Students Affairs and Alumni.

Deputy Vice Chancellor, Prof Dr Yahaya bin Ibrahim, presenting a token of appreciation to Headmaster of Sekolah Kebangsaan Mengabang Telipot, Encik Nordin bin Hashim

Pretty Petals Feature

MyKasih recipient makes best of training

PUAN ROHANALIZA BINTI KAMARUDIN, AGED 45, IS A MOTHER OF 4 CHILDREN. SHE RESIDES IN SELAYANG AND IS A RECIPIENT OF MYKASIH'S FOOD AID PROGRAMME.

MyKasih Foundation collaborates with the National Association of Women Entrepreneurs of Malaysia (NAWEM), a non-profit organisation for women entrepreneurs to provide under-privileged women with self-sustaining skills training.

Through a generous grant provided by HSBC Bank Malaysia Bhd, a 6-month NAWEM Capacity and Capability Building (C2B) programme was carried out last year to equip women with the requisite skills and mindset, and added business mentoring to start a small scale or home-based business.

The NAWEM C2B programme also emphasises on crucial coaching and business-related skills needed to succeed in developing a small-scale business. Some of these skills include basic book-keeping, retail communications, and operational management of a small business.

On June 2010, Puan Rohanaliza embarked on the first HSBC-NAWEM C2B Programme with Pretty Petals, a floral business operating in Kuala Lumpur. Puan Rohanaliza is one of the first batch of 23 MyKasih participants to have graduated from the NAWEM C2B programme.

Here, she shares her views on the MyKasih programme.

What do you appreciate most about MyKasih programme?

MyKasih programme not only provides food for my family but also an opportunity for me to acquire new skill. This floral arrangement skill has helped me generate additional income and given me renewed confidence and self assurance. The programme has opened the door to more opportunities and possibilities for me. MyKasih Foundation is always in touch with me to stay updated on my progress and continuously encourages me to do better.

Do you find the training useful? Do you see any improvement in your life? How has MyKasih programme changed your life?

I am grateful for the flower arrangement skills training by NAWEM and Pretty Petals. I developed the interest for flower arrangement after I attended the first few sessions. After completion of the course, I have gained so much confidence so much so that the management of Pretty Petals offered me a job as a florist at one of their outlets.

What are your hopes?

I hope more MyKasih recipients will get the opportunity to participate in NAWEM's training programme and learn skills which will help them become more financially independent.

Your appreciation...

I would like to extend my sincere thanks and appreciation to MyKasih Foundation, NAWEM, HSBC and Pretty Petals, all the donors for their contributions, as well as partnering retail stores for providing us a place to shop.

I wish for donors to continue supporting MyKasih's food aid and skills training programme for as long as it takes so that more under-privileged families can be given the opportunity for a brighter and more promising future, just as I have been blessed with.

Puan Rohanaliza's interview can be viewed on MyKasih Foundation's Facebook page.

NAWEM C2B PROGRAMME 2011: TOWARDS A SELF-SUSTAINING MODEL

SUPPORTED BY MEMBERS WHO ARE SUCCESSFUL ENTREPRENEURS AND ARE WELL-ABLE TO IMPART THEIR SKILLS AND BUSINESS KNOWLEDGE TO THEIR COURSE PARTICIPANTS, NAWEM IS SET TO CONTINUE THEIR C2B PROGRAMME FOR ANOTHER YEAR THROUGH HSBC'S CSR PROGRAMME.

THEIR 2011 C2B PROGRAMME HAS BEEN FURTHER IMPROVED TO EXPAND BEYOND CORE SKILLS SEGMENT TO INCLUDE ANCILLARY SKILLS SUCH AS COMMUNICATION, BASIC ACCOUNTING AND CUSTOMER SERVICE. THERE WILL ALSO BE A HAND-HOLDING PERIOD WITH MENTORSHIP WHICH WILL PROVIDE MUCH-NEEDED CONFIDENCE AND SUPPORT TO THE PARTICIPANTS.

THIS YEAR, 11 MYKASIH RECIPIENTS FROM RIFLE RANGE IN PENANG, KAYU ARA AND PUCHONG IN SELANGOR HAVE BEEN SELECTED TO PARTICIPATE IN NAWEM'S C2B PROGRAMME.





About Giant

Giant is a market leader in the grocery retail industry in Malaysia, being synonymous with "everyday low prices, big variety and great value". Giant has more than 90 Giant Hypermarkets and Supermarket retail outlets over Malaysia and has established itself in Singapore, Indonesia and Brunei

Technology with a heart

Giant appreciates the technological edge in the MyKasih system, which has enabled the Malaysian national identity card, the MyKad, to be used for payments. Through corporate sponsorship and family adoption under the food aid programme, RM 40 is loaded fortnightly into each recipient's account.

It therefore comes up to RM 1,040 to adopt one family for one year.

Using a specially-developed electronic payment system, the recipients are able to purchase essential food items at Giant by simply using their MyKad. Recipients are able to choose essential food items such as rice, bread, biscuits,

flour, beverages (e.g. milk, malt drinks), cooking oil, eggs, seasoning, noodles, and canned food (sardines). Different brands are provided within each product category, enabling the recipients to exercise choice and manage their budget.

MyKasih's technology enables Giant to track usage patterns efficiently.

Detailed computer reports on how much has been spent by the recipients, including the brands of products purchased, are generated. This audit trail enables Giant to track and analyse purchasing habits and ensure that stocks are sufficient to meet their needs of the recipients.

How it works

All MyKasih recipients undergo an orientation session at the outset of the programme to teach them to identify the essential food items approved by the scheme.

The orientation session also teaches recipients how to use their MyKad to make payment and to understand the sales receipts to keep track of their account balance.

Giant prihatin bersama MyKasih

In July 2009, Giant became the first hypermarket chain in Malaysia to join hands with MyKasih Foundation as a retail partner in support of the MyKasih "Love My Neighbourhood" Food Aid Programme. As Malaysia's market leader in grocery retail industry, Giant's collaboration with MyKasih has allowed the latter to tap into Giant's well-established retail store network, to provide food aid to low income households in Malaysia.

Since the inaugural programme in Bandar Kinrara, Puchong, in 2009, Giant has extended their support of MyKasih to more of their outlets in the country. To date, Giant serves more than 1,400 lower-income families located in Penang, Tambun, Jinjang, Klang, Batu Caves, Kayu Ara, Gombak, Segambut, Ampang, Rawang, Jalan Ipoh, Keramat, Senawang, Bukit Katil, Marang, Kuala Nerus, Kuala Terengganu, Inanam, and Miri, under the MyKasih scheme.

MyKasih recipients are families with a combined household income of RM 1,000 and below. These are households in the 'poor' and 'vulnerable' category. Other qualitative and quantitative criteria to ascertain the eligibility of the recipients include number and age of dependents, single-parent households, medical condition of recipient family members, and their social circumstances (e.g. drugs or alcoholism).



When a recipient shops at a participating Giant store, selected food products are taken to the cashier, who scans the products into a MyKad payment terminal developed by ePetrol.

MyKasih Foundation CEO, Mr Jeffrey Perera, said "Only approved items under the MyKasih food aid programme can be purchased using this innovative system, since the manufacturer barcodes of these items are pre-loaded into

the system. Non-approved items such as chocolates or cigarettes cannot be purchased under this system, thus reducing misuse of the food aid benefits".

Donors and sponsors are therefore assured that their donations are being used by their rightful adopted recipients for their intended purposes. The cashiers at Giant have also reported that ePetrol's MyKad payment system works efficiently and effortlessly.

Reaching out

Mr Ho Mun Hao, Marketing Director of GCH Retail (Malaysia) Sdn Bhd, said that Giant is pleased to extend its partnership with MyKasih Foundation to reach out to more communities in the coming months.

"We are committed to this partnership and are happy to play our role as a distribution centre where recipient families have easy access to daily necessities at low prices", said Mr Ho.

"In line with our corporate responsibility objective to help the poor, we are contributing a percentage from the sales of goods purchased through this programme to the MyKasih

Foundation to help further the Foundation's community development activities", he added.

Mr Ngau Boon Keat, Chairman of MyKasih Foundation, expressed his gratitude for the support and commitment demonstrated by Giant.

"From the onset, Giant has been a very supportive partner to MyKasih Foundation. Their tagline 'Giant Prihatin Bersama MyKasih' demonstrates their awareness and sincerity in helping the poor. We are grateful indeed for their dedicated support and commitment and hope that they will inspire many more companies to support the cause."

DIALOG CR with MyKasih reaches 720



DIALOG, together with its associate company Kertih Terminal Sdn Bhd and subsidiary Langsat Terminal (One) Sdn Bhd, has set aside a total sum of RM 748,800 to provide food aid to 720 low-income households in 14 locations across Malaysia through the MyKasih 'Love My Neighbourhood' food aid programme.

DIALOG's MyKasih programme now covers 5 States – Selangor, Federal Territory of Kuala Lumpur, Terengganu, Melaka, Johor and Sabah, which is aligned with DIALOG's philosophy of helping less privileged families who are residing in neighbourhoods where the Group has business interests in.

By taking on MyKasih's operations and administrative costs, Dialog's continuous contribution to MyKasih is instrumental in ensuring that 100% of proceeds received from corporate and private donors are channelled to the families under the MyKasih "Love My Neighbourhood" food aid programme.

Not confined to just helping its adopted communities purchase essential food items, DIALOG is also committed to assisting these families achieve financial independence. In June 2011, DIALOG started a sewing skills training programme in Kayu Ara, led by MyKasih's Advisory Council member, Puan Nazrin Aneeza.

Last year, 18 recipients from DIALOG's communities participated in a comprehensive skills training programme conducted by the National Association of Women Entrepreneurs of Malaysia (NAWEM) covering floral arrangement, cooking, hair dressing and basic baking. Since graduating from the programme, the recipients have been able to earn higher incomes through better job employment or starting their own cottage business.

Executive Chairman of DIALOG Mr Ngau Boon Keat said that "We would like to connect with these families and help them step out of poverty. We provide food aid as an entry point into the communities and once their nutritional needs are met, we encourage these families to improve their quality of life and well-being through the programmes offered by our training partners".

In addition to skills training, other programmes carried out include medical screening and health awareness, personal financial management, as well as youth-targeted awareness workshops on high-risk behaviour.

A firm believer that education is a proven way of helping poor families step out of poverty, DIALOG has established tuition programmes for school-going children of recipient families in Kayu Ara, Selayang, Puchong, Kerteh and Pasir Gudang. The Group has pledged RM 280,000 to run the tuition classes in these locations for one year.

"While most children already have access to education in government schools, these poor families cannot afford to send their children for tuition classes, which can be very expensive. It is through tuition that the children will have more focused and personalised attention. The guidance and tips given by the tutors on how to excel in their examinations will benefit these children immensely", added Mr Ngau.

Not forgetting the after-school leavers of their adopted families, DIALOG has embarked on a youth development programme with the myHarapan Youth Trust Foundation. The programme focuses on bringing about a change of mindset among the youth, leading to empowerment and capacity building.

RM 70,000 was earmarked for a 4-month pilot Youth Leadership Training Programme where selected MyKasih youths from DIALOG's adopted communities participated in an array of workshops and activities covering subjects such as public relations, media management, event management, project pitching and programme management.

On July 4-7th, a Youth Start-Up Camp themed "Break Free" was held at Cope Adventure in Ampang, Selangor, with 30 of DIALOG's MyKasih youths aged 17 to 25 years from communities in Jinjang, Kayu Ara and Selayang. With guidance from professionals, the participants will develop and execute their own projects and community-based initiatives where they live as part of the empowerment and capacity building exercise.

Mr Ngau, who is also Co- Founder and Chairman of MyKasih Foundation said, "Through MyKasih Foundation and in collaboration with its training partners and NGOs, DIALOG will continue to support the food aid and education programmes aimed at empowering and developing less-privileged communities. We believe that this is in line with the government's efforts to reduce poverty."

"We would like to reach out to more poor households in the future. This financial year, the Group has pledged 0.3% of its profits towards its CR programme with MyKasih Foundation," said Mr Ngau in announcing DIALOG Group's commitment of continued support.



No	DIALOG Locations	No. of families
1	Selayang	66
2	Janda Baik	14
3	Kayu Ara	50
4	Cheras	50
5	Lembah Pantai	50
6	Jinjang	27
7	Puchong	100
8	Kelana Jaya	50
9	Sungai Buloh	28
10	Kerteh, Terengganu	50
11	Sg. Udang, Melaka	85
12	Pasir Gudang, Johor	50
13	Segamat, Johor	50
14	Inanam, KK, Sabah	50
	TOTAL	720



Education

Key to unlocking the potential of the next generation

MYMURID IS A TUITION PROGRAMME OFFERED TO SCHOOL-GOING CHILDREN OF FAMILIES ON THE MYKASIH "LOVE MY NEIGHBOURHOOD" FOOD AID PROGRAMME IN KAMPUNG SUNGAI KAYU ARA (KSKA). THE FOOD AID PROGRAMME FOR THE URBAN POOR OF KSKA WAS LAUNCHED IN VARIOUS BATCHES BEGINNING MARCH 2010. TO-DATE, THERE ARE 100 FAMILIES WHO ARE RECIPIENTS OF A FORTNIGHTLY ALLOWANCE WHICH IS DEPOSITED INTO THEIR MYKAD (MALAYSIAN NATIONAL IDENTITY CARD) FOR PURCHASE OF ESSENTIAL FOOD ITEMS AT A PARTNER RETAIL OUTLET CLOSE TO WHERE THEY LIVE.

MyKasih Foundation and community NGO Pusat Penyayang KSKA both share the same vision that education is key to breaking the poverty cycle, as well as unlocking the potential in the next generation. The MyMurid Tuition Programme started on May 3rd, 2011, in Kampung Sungai Kayu Ara. Funded by MyKasih Foundation, MyMurid seeks to address the immediate needs of urban poor students who are sitting for their critical exam years of Standard 6, Form 3 and Form 5. It focuses on core subjects such as Bahasa Malaysia, English, Mathematics and Science.

The students on this programme are tutored by a group of dedicated teachers who are passionate in helping these students excel in their studies and making a positive



difference within the society at large. Tuition classes are held from Mondays to Thursdays in a community hall in the southern part of the kampung itself. Both MyKasih Foundation and Pusat Penyayang KSKA hope to extend this programme to the northern part of the kampung.

On August 2, 2011, the Founders of MyKasih Foundation, Mr Ngau Boon Keat and Mrs Jean Ngau, visited the MyMurid Tuition Programme at the Vista Damansara Flats of Kayu Ara. In thanking Mr KL Lam, Mr ES Koh, and Ms Chen Su-Ai of Pusat Penyayang KSKA, as well as the teachers for their commitment and support, Mr Ngau Boon Keat conveyed his passion towards educating under-privileged children.

"We need to create an enabling environment for our children to learn and grow. For MyKasih, it first means making sure that the children do not go hungry. Only then can they focus on their studies," said Mr Ngau.

"Providing children with a solid academic foundation is the only way out of poverty. It is my vision to see tuition programmes implemented in all MyKasih communities across Malaysia", he added.

Pusat Penyayang KSKA also recognises the need to educate the parents of these children, in financial literacy. In partnership with Malaysian CARE (a non-profit organisation committed to serving the poor and needy), a ten-module Financial Literacy Programme is being conducted for the first batch of fifty MyKasih families. It covers a wide range of topics such as Budgeting, Savings, Loans, and Insurance. The main objective of this training is to help these families gain greater financial freedom as they learn the value of money. Basic budgeting skills will enable them to manage their family finances more effectively. The next batch of fifty MyKasih families will soon benefit from this Financial Literacy Programme.

It is the hope of both MyKasih Foundation and Pusat Penyayang KSKA that many more families will be elevated from the vicious cycle of urban poverty through food aid, financial literacy training as well as education of their children.

"We need to create an enabling environment for our children to learn and grow. For MyKasih, it first means making sure that the children do not go hungry. Only then can they focus on their studies."

-Mr Ngau Boon Keat, Co-Founder and Chairman of MyKasih Foundation

This article was contributed by Pusat Penyayang Kg Sg Kayu Ara (KSKA). Pusat Penyayang KSKA (501303-U) is a Malaysian Registered Company Limited by Guarantee (CLBG). Pusat Penyayang KSKA (PP-KSKA) provides gratuitous relief to communities, especially those who stay in Kampung Sungai Kayu Ara (KSKA), PJ, Malaysia. It provides relief to the poor and those in hardship, irrespective of race, religion, age, gender or national origin. Such relief includes emergency help in crisis (e.g. fire, deaths) and practical aids for families in financial/emotional situations. PP-KSKA is also involved in community building activities that foster a harmonious, pluralistic society.



EMPOWERING WOMEN with Skills

MyKasih Foundation's Advisor, Puan Nazrin Aneza, kicked things into gear in July 2011 and started a skills training programme for selected MyKasih recipients in Kayu Ara, Selangor.



Together with friends, volunteer trainers Puan Noraini Hamzah from Bountiful Gallery, Ms June Lim, Ms Anna Sengupta, and Puan Nazrin's daughters Nabilah and Najiya have begun conducting weekly sewing and quilting classes at Pusat Penyayang Kayu Ara's Tuition Center and at Bernina in Kayu Ara, Selangor.

"This is our way of giving back to society. We have decided to volunteer our time to train a few of these under-privileged women with the hope that they will use their newly acquired skills to improve their livelihood and lead a better life", said Puan Nazrin, who is coordinating this six-month skills training programme.

"So far, we have profiled and selected 10 women who are interested in learning how to sew. A few of them already have basic sewing skills. Our aim is to get them to further develop their sewing techniques to produce good quality products which can be sold. Proceeds from the sales of their products will go towards helping the women set up their own business and increase their household income", she added.

Items which the recipients are currently learning to make include tote bags, quilts, beading, and gift hampers. "With some encouragement, we hope these women will remain motivated to see through the entire programme. They have to be disciplined and not miss the classes", said Puan Noraini, owner-operator of Bountiful Gallery.

For now, the trainers are using their personal sewing machines to conduct the classes. Eventually when these women graduate from the programme, they will need their own equipment.

"Although an industrial sewing machine would really benefit these classes, we are quite happy to bring our portable sewing machines for them to use for now. A generous lady we befriended had also donated a brand new RM 3,000 Singer sewing machine for the ladies to use", said Puan Nazrin gratefully.

"We have to put in place a support mechanism to give these women a head-start. We will also need to create market access and support these women through the first year. Otherwise all this effort in training them will be an exercise in futility", added Ms Anna.

Ms June Lim, who not only trains these women but has also gone on a donation drive to help the poor in urban and rural areas, said that implementing income-generating skills programme for welfare recipients will provide them with an opportunity to earn higher income or supplement existing income for their families.

MyKasih Foundation extends its gratitude and appreciation to these trainers for their dedication and passion, and to Pusat Penyayang Kg. Sg. Kayu Ara and Bernina for their support in allowing these classes to take place at their centers. The Foundation hopes to partner with like-minded organisations nationwide to roll out similar income generating programmes throughout all under-privileged communities adopted under the MyKasih 'Love My Neighbourhood' food aid programme.





“Educating the poor is a top social issue for the 21st Century”

Nobel laureate Gary Becker,
University Professor of
Economics and of Sociology

myHarapan YOUTH TRUST FOUNDATION



ON JULY 4-7, 2011, MYKASIH FOUNDATION AND MYHARAPAN YOUTH TRUST FOUNDATION TEAMED UP TO CONDUCT A PILOT STARTUP CAMP FOR YOUTHS FROM URBAN POOR FAMILIES WHO ARE MYKASIH BENEFICIARIES.

Themed “Break Free”, the StartUp Camp aims to positively transform participants’ mindsets, helping them to believe in their own capacity to grow and do good for themselves, their families and the community.

One of the important objectives of the Camp was to equip the youths with specific skill sets such as communication and idea generation skills that would enable them to play an effective role when they eventually become employed.

29 participants from DIALOG-adopted communities of Kayu Ara, Jinjang, Segambut and Selayang, attended the Camp which was held at Cope Adventure in Ampang, Kuala Lumpur. Training partner Innovasia Vista was appointed by myHarapan to facilitate and conduct the programmes.

myHarapan Chairman Roslan Bakri Zakaria said, “The programme was designed to apply creative thinking and to inspire the participants to develop projects that they like. The participants will be coached over a three-month period on the planning and implementation of their projects. At the end of the programme, five projects will be selected for pitching which will culminate in a fund-raising event in 2012.”

Sponsored by DIALOG, the pilot youth camp is a testament of DIALOG’s commitment towards meaningful engagements with its adopted communities. One of the camp participants had demonstrated commendable leadership skills and has since been employed by MyKasih Foundation. He now serves as a role model for other youths from similar under-privileged backgrounds.

The Youth Trust Foundation, also known as “myHarapan”, is a non-partisan, not-for-profit organization established in August 2010. Their main charter is to invoke change through positive intervention by empowering and supporting youths and their causes that bring impact to Malaysia and Malaysians. They do this by reaching out and working with youth movements, programs and projects by supporting and enhancing them, ultimately scaling them for greater impact.



JUST VOLUNTEERS:

MAKING A DIFFERENCE IN THE LIVES OF OTHERS

In May 2011, DIALOG ran a donation drive for MyKasih Foundation in their head office in Petaling Jaya, Selangor. Clothes as well as other household items were collected and given to families living in the rural indigenous villages of Perak, Pahang and Kelantan.

Throughout June and July, volunteers from Gerai OA and MyKasih Foundation delivered the donated items to a Temiar indigenous village called Pos Tohoi in Gua Musang, Kelantan, a Semai village called Changkuak in Tapah, Perak, and a Jakun village called Gong in Pekan, Pahang.

More than just giving back.

Why give?

"I was moved by the plight of the families when I saw pictures of them and how they live. I was totally shocked to see that people still live in these sordid conditions," says Jessie Ku, Head of Dialog Group Berhad's Human Resources Department. Jessie coordinated the donation drive within Dialog's Head Office.

"Children should be healthy and running around. The sight of sick and malnourished children is heart-wrenching,"

Volunteerism and Community Empowerment.

Gerai OA was founded seven years ago to encourage indigenous artisans to document, revive and revitalise their craft heritage as well as help them find markets for those crafts. Volunteers of Gerai OA facilitate the sale of the crafts and assist the indigenous communities themselves to develop their own businesses.

lamented Mohamed Nafi Mohd Zin, Dialog's Director of Business Development who contributed some food and basic medicines.

As do Norman Porritt and his wife Susan, Dialog employees continue to donate useful items which are then mobilized through other volunteer groups to be delivered to villages.

"The values we would like to inculcate are compassion, unconditional giving, unselfish caring, patience and just plain love for one another. It makes you a better person", says Shafinaz Suhaimi, MyKasih Foundation's Senior Manager and a volunteer with Gerai OA.

The items from Dialog's donation drive are sent to the villages that Gerai OA works with. Gerai OA, best described as a loose network of volunteers, is neither a business nor an NGO. Reita Rahim, coordinator of the group, is a crafts researcher specialising in indigenous Malaysian crafts.

Just like how MyKasih donors' contributions are channeled to MyKasih recipients in full, Gerai OA returns 100 percent of the handicraft sales monies to the artisan. It is absolutely critical that each craft item is labeled with the name of the artisan and that sales of every item are meticulously recorded.

"When we go back to the same village to return the sales monies to the artisans, we can see how our small effort translates to a tremendous social bonus to their families. We can see them immediately jump onto their motorbikes and head to the nearby provision store to purchase food for the household," says Reita.

MyKasih Foundation and Gerai OA share the same values of supporting families who are committed to helping themselves.

"Some of the communities organize themselves into groups and set up their own funds which have micro-credit options. They also form their own trade networks, so we volunteers merely help with logistics and minor marketing. Other villages run as individual households", say Reita.

"It is a long-term process of community empowerment, built based on trust, understanding and a whole lot of teamwork and coordination. As volunteers, we do what we can, wherever possible", says Shafinaz.

Commenting on community-based entrepreneurship programmes, Reita opines that there is no one-size-fits-all solution.

"Do it respectfully and responsibly. There has to be interaction with the villagers, asking what the communities' needs and wants are, otherwise any investment into a programme will lead to wastage. Wastage in effort, time and money", she says.

"The best way to find yourself, is to lose yourself in the service of others"-Ghandi

MONTAGE OF VILLAGES WHERE MYKASIH'S DONATIONS HAVE REACHED...



BRIGHTER FUTURE FOR RURAL CHILDREN



On a rainy Saturday morning of July 30, 2011, MyKasih Foundation tagged along in a 5-car convoy heading to rural indigenous villages in the Tapah forest reserve located on the Titiwangsa range between Perak and Pahang, Malaysia.

A group of Malaysian volunteers based in Malaysia and Singapore called 'Mari Kita Membaca' (MKM) had run a donation drive and managed to get sponsors for 22 IKEA solar lamps to brighten up homes in 3 rural Semai villages - Pos Musoh, Lubok Gaharu and Kg Woh Intake. These lamps were distributed on a needs basis to homes without electricity to allow school-going children to study and do their homework at night. Headmaster of Sekolah Kebangsaan Pos Musoh, Cikgu Zul, pre-school teacher Wak Linang, and community officer Kato were with the convoy to supervise the delivery of goods on that day.

The pre-school in Pos Musoh is one of the six centres in Peninsular Malaysia identified by the Orang Asli Learning Centres Outreach Project (OALCP). OALCP currently supports six centres, all set up and run by the Orang Asli (indigenous) communities themselves, catering for a total of 70 pre-schoolers and 145 primary school-going children.

OALCP very much depends on the goodwill of the general public and the wonders of social media to provide resources to support these community-based learning centres. MyKasih Foundation is currently working with OALCP to cater to the nutritional needs of the children so that they can better focus on their studies. MyKasih purchases essential food items based on donations received for this specific cause and on the number of pre-schoolers at the learning centres. The food items are then delivered to the rural learning centres by the MKM and OALCP volunteers.

These IKEA lamps are perfect for children in the rural villages without electricity. MKM, OALCP and MyKasih hope to bring more lamps to other villages we work in so that the children can use them when they do their homework and study at night. Safe and pollution free, these lamps cost RM 69 each and for every lamp purchased, IKEA will donate one to UNICEF in Pakistan.

In addition to the foodstuff donated by MyKasih Foundation, MKM and OALCP delivered school stationary, learning materials and a Library Box containing 100 books, all thanks to generous donors.

Many rural communities, especially indigenous ones, do not have sufficient resources to provide school-going children with books. MKM have created a 'Library Box' aimed at empowering children in rural communities to read and learn. Each box is worth RM 550 and has 100 books for children between the ages of 3 and 12 years. Donated Library Boxes are delivered by the volunteers to be managed by the pre-school teachers of a particular community.

"The aim of our project is to bring books to under-served communities in Malaysia and to encourage the love of reading. We believe that cultivating the love of reading and independent learning contribute towards empowering local communities", said MKM coordinator Rusalina Idrus.

MyKasih Foundation, together with OALCP and MKM, believe in children's fundamental right to education and well-being, and in the life-changing and life-affirming power of literacy. Contribute and be part of this amazingly dynamic and energetic group of volunteers who are reaching out to those in need.

Email MyKasih at info@mykasih.com to learn how you can contribute towards food aid and education programmes. Alternatively, contact Sabrina Chan (sabrina@marikita-membaca.org) or Rusalina Idrus (lin@marikitamembaca.org) from MKM to find out how you can sponsor an IKEA lamp or a Library Box.

More information about the above organisations which MyKasih Foundation is working with can be found in the Facebook pages of "Orang Asli Community Learning Centres Outreach Project" and "Kawan-Kawan 'Mari Kita Membaca'".

THE GREATEST GIFT IS THE PASSION FOR READING. IT IS CHEAP, IT CONSOLES, IT DISTRACTS, IT EXCITES, IT GIVES YOU KNOWLEDGE OF THE WORLD AND EXPERIENCE OF A WIDE KIND. IT IS A MORAL ILLUMINATION.

- ELIZABETH HARDWICK



A photo of some of the books in the Library Box. The Library Box contains 100 story books for children between the ages of 3-12 years.



NRC11 volunteers give time to MyKasih

ABOUT NRC11

NRC11 IS A COMPOUND INITIATIVE FOCUSING ON 'NATION BUILDING' ACTIVITIES ASPIRED BY THE MALAYSIAN PRIME MINISTER'S VISION AND VALUES. BASED ON THE 'NATION BUILDING' AGENDA, THE CLUB STRIVES TO ENSURE THE WELFARE OF ALL. WE BELIEVE THE MESSAGE OF UNITY WILL BE EFFECTIVELY DELIVERED THROUGH POSITIVE, COMMUNITY-FOCUSED ACTIVITIES THAT BENEFIT ALL.

For more info please visit NRC11's website at www.nrc11.com

On a sunny August 7th, 12 volunteers from NRC11, a club that believes in nation-building initiatives, assisted 17 MyKasih recipients residing in Batu Caves, Gombak, by driving them to partner retailer Giant Batu Caves to shop for essential foodstuff under the MyKasih 'Love My Neighbourhood' food aid programme.

This is the third time NRC11 is volunteering with MyKasih Foundation after a successful pilot in UEP Subang Jaya (USJ) in April 2011.

Equipped with location maps, the eager NRC11 volunteers got organized and assigned MyKasih recipients to each volunteer driver to fetch the recipients from their respective homes and send them back with their groceries.

Dalila Tajuddin, who coordinated the activity that day said, "Joining this initiative has taught me to feel blessed for the good life I have. I feel moved by this volunteering experience".

Volunteer Tan Lip Yi expressed his experience in helping the MyKasih recipients - "Many of us are touched by the predicament of the poor. We realise how expensive basic food items can be for them, even if it is just a carton of eggs".

Syamsul Anuar Wahid, who had fun bagging groceries at Giant's designated MyKasih cashier counter, shared his insight.

"I noticed that rice and cooking oil seemed to be the main items that the recipients chose to purchase on this trip. It must be really difficult for them to carry all of these bulky items back home via public transport with children in tow", he said.

Earlier this year on July 10th, seven NRC11 volunteers had assisted 20 MyKasih recipients in Semenyih who had difficulties commuting to ECONSAVE due to public transportation constraints.

MyKasih officer, Kuganesan, who was on-site that day to support NRC11, said that the Semenyih recipients were still new to the food aid programme and therefore needed some time to familiarize themselves on the types of approved items under the programme, as well as the bus routes to ECONSAVE.

The MyKasih recipients who had the opportunity to be shuttled by NRC11 were extremely grateful for the assistance rendered. The huge smiles on the recipients' faces said it all!

"We hope that this spirit of volunteerism becomes more and more contagious, especially amongst the youth and young corporates who are caught up with work and material things. We should be aware of the poor who live near to us and do whatever we can to help them. More importantly, we should not waste food, especially this month of Ramadhan", says NRC11 member Rida Baharudin.



♥ Ways To Contribute

YOU CAN

MAKE A DIFFERENCE

CORPORATES

Sponsor a MyKasih community and adopt families today! Create a positive impact in your neighbourhood through food aid and rehabilitation programmes.

INDIVIDUALS

Donate generously and support our community programmes and activities geared towards improving the quality of life of MyKasih families.

VOLUNTEERS

Donate books, clothes or give your time. Be involved and make a difference in the lives of the less privileged.

Join us today! Contribute to MyKasih Foundation and make a difference in the lives of many.

All donations received will be deposited directly to MyKasih Foundation and held in trust. MyKasih Foundation will oversee all expenditure and disbursements to ensure that your funds are used strictly for their intended purposes.

Donations can be made via:

1 CHEQUE

Payable to "MyKasih Foundation" to:
MyKasih Foundation
c/o Finance Department
2nd Floor, 209, Block G,
Phileo Damansara 1,
No. 9, Jalan 16/11, 46350,
Petaling Jaya, Selangor, Malaysia.

Please provide the following particulars on the reverse side of your cheque:-

Individual Donor

Full Name, I/C or Passport Number, mailing address, email address and contact number.

Corporate Donor

Full name of company, company registration number and company mailing address, and details of main contact person.

2 TELEGRAPHIC TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address	No.30,32 & 34, Jalan SS2/61, P.Jaya, Selangor, Malaysia

3 CREDIT CARD

Contributions via credit card (Mastercard or VISA) through our secured website at:

www.mykasih.com

Corporate and individual donors will receive reports which show how their funds have been utilised for the communities or families they have adopted under the MyKasih "Love My Neighbourhood" food aid programme.

For further information, please contact us at info@mykasih.com or +603 7949 9691.

* All donations are tax exempted.

MyKasih Foundation (865756-D)
2nd Floor, 209, Block G, Phileo Damansara 1, No. 9, Jalan 16/11,
46350 Petaling Jaya, Selangor Darul Ehsan, MALAYSIA.
☎ (6) 03 - 7949 9691 📠 (6) 03 - 7954 7184.



New Look & Feel... www.mykasih.com

The MyKasih website has a clean new look and feel! Visit www.mykasih.com and follow our developments on Facebook. Find out more about where MyKasih communities are and support our cause by volunteering or making cash contributions online. All donations are tax exempted!



The screenshot shows the MyKasih website homepage with a dark header and a light main content area. The header includes the MyKasih logo and navigation links: MyKasih Foundation, Our Programmes, News, Gallery, Volunteer, and Contact Us. Below the header is a large banner image of a woman at a counter with the text "MyKasih Recipient Performing a Transaction at Giant, Jinjang". To the right of the banner is a "LATEST NEWS" section with a date "April 6, 2011" and a brief news item about the Setia Group sponsoring 96 new families. Below the news is a call to action: "To make a donation Please Click Here!". The main content area is divided into three columns: "MYKASIH TECHNOLOGY" with a screenshot of the website interface, "WHERE WE WORK" with a map of the area, and "JOIN US ON FACEBOOK" with a screenshot of the Facebook page. At the bottom, there are sections for "Main Sponsors" (JPN, MDEC, ePetrol, MSC), "MyKasih Foundation" (Vision & Mission, Our Approach, Ways To Contribute, Partners, Director Profiles, Message From The Founders), "MyProgramme" (Food Aid, Financial Literacy & Budgeting, Skills Training & Education), and "MyMedia" (Media Coverage, Photo Gallery, Video Gallery). A copyright notice at the bottom right reads "© 2009-2011 MyKasih Foundation. All Rights Reserved. Terms of Access."



MyKasih Foundation would like to appreciate the volunteers who have dedicated their time and energy in helping the Foundation with its day-to-day activities such as:-

- Data entry of new recipients under the MyKasih "Love My Neighbourhood" food aid programme into the new Online Portal, as well as
- Telephone calling recipients to confirm their participation in the various activities MyKasih conducts with its partners.

MyKasih Foundation Senior Manager Shafinaz Suhaimi took time out to hear what the volunteers from Dialog Group Berhad have to say about their volunteering stint:-



EVA LAU, Dialog Group Berhad: If a corporation would care for the underprivileged neighbourhoods, I am sure they would care much more for their own employees (and other stakeholders).

I am indeed honoured to serve a philanthropic objective of a responsible entity.

KHAIRUDIN YAACOB, Dialog Group Berhad : I volunteered over lunchtime throughout the fasting month of Ramadhan and it made me realise how fortunate we are to have food on the table. It is sad to learn that many families survive on just one meal a day.



SUSAN PORRITT, (wife of Dialog Employee, Norman Porritt) :

Learning about large families where the mother is the only bread winner, made me realise the tremendous struggle people go through. It has also made me understand the importance the families have placed in ensuring that their children have an education.

NICHOLAS KOK, Dialog Group Berhad : With the escalating cost of living, perhaps the food aid allowance under the programme could be revised from RM 40 fortnightly to RM 50?

It is great that the recipients are able to exercise choice in what and when to purchase. I think adding more variety of product categories would be useful to the recipients. I look forward to participating in future MyKasih activities.





MyKasih Foundation would like to acknowledge its donors and partners:

Donors: PETRONAS, Ambank Group, DIALOG Group, Sime Darby, Tanjung Langsat Terminals, Edge Financial Daily, ecmlibra, EMC², TSM Charity Golf, Port Klang Authority, Malaysian Gas Association, Sunrise, Quanterm Logistics, Quill Capita Trust, Technip Geoproduction, ConocoPhillips, Murphy Sarawak Oil, Mubadala Development Corporation, Kertih Terminals, Optimal Group, Giant Hypermarket, Peter White Robinson, John & Edwina Thornton, Paul & Patricia Gould, Wong Yat Sun, Ian Hong, Ngau Boon Keat & Family, Kuwait Finance House, Toh Hoon Chew, Loy Ah Wei, Wong Chin Chan, Goh Chee Seng, Soo Tuck Koow, APP Timber, SELIA Group, Scomi Group, MISC Berhad, Star Foundation, BHPetrol, Telekom Malaysia Berhad, Chevron Malaysia Caltex Convenience Store, Giant Hypermarket, ECONSAVE, Pasaraya Ong Tai Kim, HERO Hypermarket, Pasaraya Bilal, Genting Mas, Tunas Manja, PETRONAS Mesra Convenience Store, 99 Speed Mart, New World Mart.

Government Ministries and Agencies: Jabatan Pendaftaran Negara (JPN), Multimedia Development Corporation (MDeC), Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN), Ministry of Women, Family and Community Development (KPWKM), Bank Negara Malaysia, Ministry of Education (MOE), Implementation & Coordination Unit (ICU) of the Prime Minister's Department, PEMANDU, Unit Perancangan Ekonomi Johor.

Education & Training: HELP University, Monash University Volunteers Programme, Universiti Kebangsaan Malaysia, Universiti Sains Malaysia, Polytechnic Johor Bharu, City University College, Kassim Chin Humanity Foundation, National Association of Women Entrepreneurs of Malaysia (NAWEM), SISTAS Network, Lincoln Resource Centre of the US Embassy, LPPKN, myHarapan Youth Trust Foundation, Agensi Kaunseling Dan Pengurusan Kredit (AKPK) of Bank Negara Malaysia, Malaysian CARE.

Partner Retail Stores: PETRONAS Mesra Convenience Store (nationwide), Chevron Malaysia Caltex Convenience Store (Klang Valley), Giant Hypermarket (nationwide), Mydin Supermarket (nationwide), The Store (nationwide), ECONSAVE (nationwide), Metamorf Supermarket (Klang Valley), Boulevard Hypermarket (Sarawak), Genting Mas (Sabah), Pasaraya Bilal (Kelantan), TMC, Tunas Manja (nationwide), CKS Supermarket (Sabah), Pasaraya Ong Tai Kim (Klang Valley), HERO Hypermarket (Klang Valley), 99 Speed Mart, Milimewa Supermarket, New World Mart (Sarawak).

NGOs: Lions Club International (nationwide), Rotary Club International (nationwide), PDK (nationwide), House of Hope (Penang), Yayasan Kemajuan Insan (YAKIN, Sarawak), Yayasan Orang Kurang Upaya (YOKUK, Kelantan), Pusat Penyayang Kg Sg Kayu Ara, PSPK Selayang, Persatuan Ibu Tunggal Sarawak (Bintulu), Miri Dayak Association, Lembaga Kemajuan Melayu Miri, PACOS Foundation Sabah, Sabah Women Action-Resource Group (SAWO), AGAPE Centre, Women of Malacca Action Club, Charis Community Centre, SOLS 24/7, Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka).

A Welfare Programme *with a* Technological Difference



providing
aid for essential food items



creating
a brighter future

