



MyKasih News

A quarterly publication for MyKasih Foundation | Issue 25 | October - December 2018



HSBC PROMOTES SUSTAINABLE FARMING IN ORANG ASLI VILLAGES

Read full story on page 29...



United Nations recognises MyKasih for its contribution towards UN's Sustainable Development Goals

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inside...

ISSUE 25 | OCTOBER - DECEMBER

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An Orang Asli participant learning how to bud a fruit tree during the sustainable organic farming training supported by HSBC Bank Malaysia.

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CHAIRMAN'S MESSAGE

MyKasih Foundation's achievements over the years in reaching out and delivering aid to 260,000 families and students all over the country would not have been possible without the support from you - our donors and community partners.



Dear Friends,

As MyKasih approaches its tenth year anniversary, we take stock of how we have evolved in terms of the programmes we run in communities and the relationships we have built with stakeholders to make those programmes happen.

We are deeply grateful for these partnerships - from the collaboration with Ministries, government agencies, and funders, to the support of retailers and training providers, who have rendered us resources to execute programmes for the vulnerable poor segments of the Malaysian population.

The recognition by the United Nations for the category of 'Leaving No One Behind' in October 2018 was an immensely proud moment for the foundation. It also gave us an opportunity to reflect on our role in society and the impact of our work on the people we have committed to serve. We would like to share this achievement and recognition with all our partners.

Beyond meeting the basic needs of nourishment and keeping children in school through our flagship 'Love My Neighbourhood' food aid and 'Love My School' student bursary programmes, the scope of our work has grown to include empowerment, financial literacy, skills and entrepreneurship training to build community resilience through financial independence.

In this issue of MyKasihNews, we cover the various community development and entrepreneurship initiatives funded by PETRONAS, HSBC Bank Malaysia, Bursa Malaysia, Mitsubishi Corporation and JTI Malaysia, all aimed at uplifting the socio-economic status of the urban and rural Bottom 40 percent (B40) population of Malaysia. We appreciate the huge investments these companies have made to improve the overall quality of life for the fisher-folk families in Terengganu, the Orang Asli communities in Pahang, Perak and Johor, and the women in Penang.

I would also like to express my gratitude to LEGO Malaysia for running their Christmas Build & Give campaign which brought joy to 2,000 underprivileged children. Much appreciation also to Mydin Mohamed Holdings Berhad for donating 10,000 schoolbags which were distributed to more than 80 primary schools and six Orang Asli community learning centres in Pahang and Perak under MyKasih's support.

Our mission is humanitarian, and our goal is to grow the network of loving and caring neighbourhoods we have created through our partnerships with concerned stakeholders. We cannot do this alone and we hope you will be a part of this journey to be a force for good in this lifetime.

TAN SRI DR NGAU BOON KEAT

Chairman and Co-Founder

About

MyKasih



Established in **2009**, MyKasih Foundation is a charity organisation founded by DIALOG's Executive Chairman Tan Sri Dr Ngau Boon Keat and his wife Puan Sri Jean Ngau, to help low-income families through food aid and education regardless of race, religion or descent.

MyKasih not only aims to improve nutrition through its food aid programme but also strives to transform the families through skills training and education, especially for their children, to break the poverty cycle and give them hope for a better future.

What is significant is that MyKasih uses leading-edge

technology to support its aid distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by DIV Services Sdn Bhd, a subsidiary of DIALOG Group Berhad.

All disbursements and payments are effected through the use of the Mykad, which is the chip-based ID card issued to all Malaysians. Use of the Mykad allows us to target aid to the right person, enabling us to distribute aid in an efficient, transparent and secure way. This feature is probably the first of its kind in welfare distribution in the world.

OUR FOOD AID PROGRAMME...

The MyKasih 'Love My Neighbourhood' is a cashless food aid programme which reaches out to families earning a combined monthly household income of RM 1,500 and below. Recipients receive a monthly allowance of RM 80 through their MyKad account, which can be spent on approved essential items at partner retail outlets.

The approved food items range from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages. The list of approved items can be expanded to include basic household appliances and schooling necessities for post-disaster relief.



OUR STUDENT BURSARY PROGRAMME...

Under the MyKasih 'Love My School' bursary programme, students from economically-challenged backgrounds are given annual bursaries via a smartcard linked to their MyKad account, to pay for meals at the school canteen and to purchase school books and stationeries from the school bookshop.

Additional support is rendered through sponsorship of extra tuition classes, study camps, English literacy and numeracy workshops, and computer labs for 21st century learning. Educational exposure trips, edible garden projects and sports activities are also funded to enhance their learning experience in school.



OUR ORANG ASLI CHILDREN'S EDUCATION FUND...

School drop-outs are most rampant amongst the Orang Asli, and the single, greatest contributing factor to the dropout is poverty. The 'Orang Asli Children's Education Fund' was set up to support indigenous children in national schools and those attending after-school classes at community learning centers.

In catering to the unique needs of the community, the fund ensures that Orang Asli children, especially those in rural areas, are not left behind and are able to attain an education and an opportunity to develop to their fullest potential.



OUR SUPPLEMENTARY ASSISTANCE PROGRAMMES...

In our effort to help our beneficiaries break out of the poverty cycle, we work with accredited training partners to provide skills and entrepreneurship training to empower them with knowledge and skills to realise their full potential and achieve financial independence.

Additionally, health awareness programmes and screenings are done in collaboration with the Ministry of Health and the National Population and Family Development Board (locally known as 'LPPKN') to support the holistic well-being of our beneficiaries.



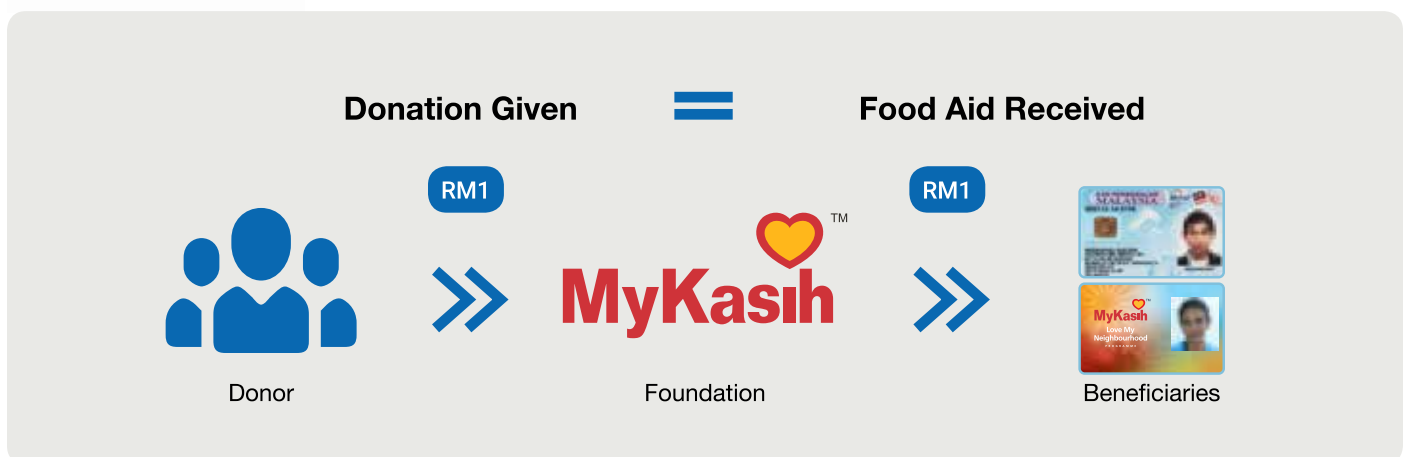
HOW YOU CAN HELP..

We rely on funding from donors to carry out all of the above community and school programmes. Companies are welcome to adopt MyKasih's programmes and brand them accordingly as part of their on-going corporate social responsibility initiatives.



Every ringgit goes a long way in making a difference. All cash donations to MyKasih Foundation are **tax-exempted** and are **passed in full** to the beneficiaries.

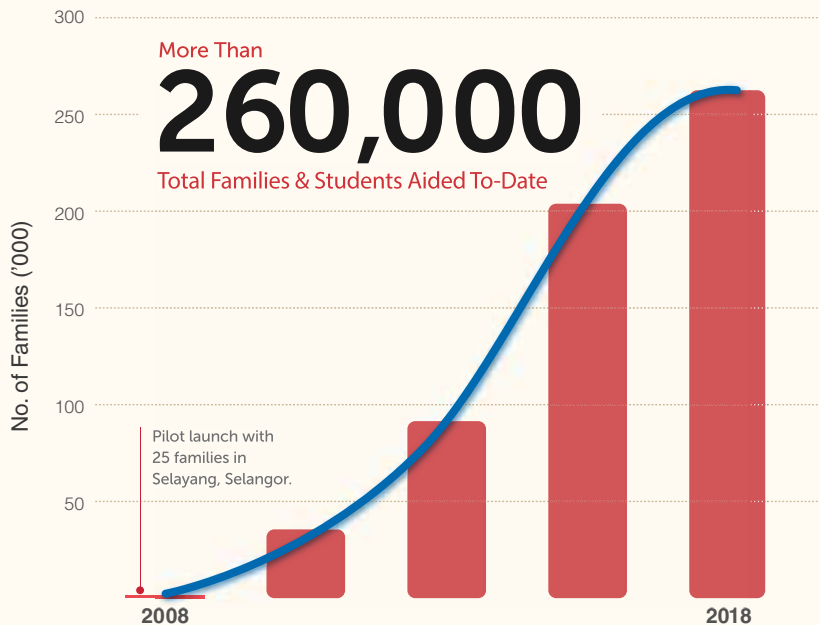
MyKasih will oversee the expenditure and disbursements to ensure that funds are used strictly for their intended purposes. Donors will receive fund utilisation reports detailing the purchasing trends, progress of projects undertaken, as well as impacts and outcomes of investments made.



All donations are **passed in full** to beneficiaries via their Mykad or MyKasih smartcard.

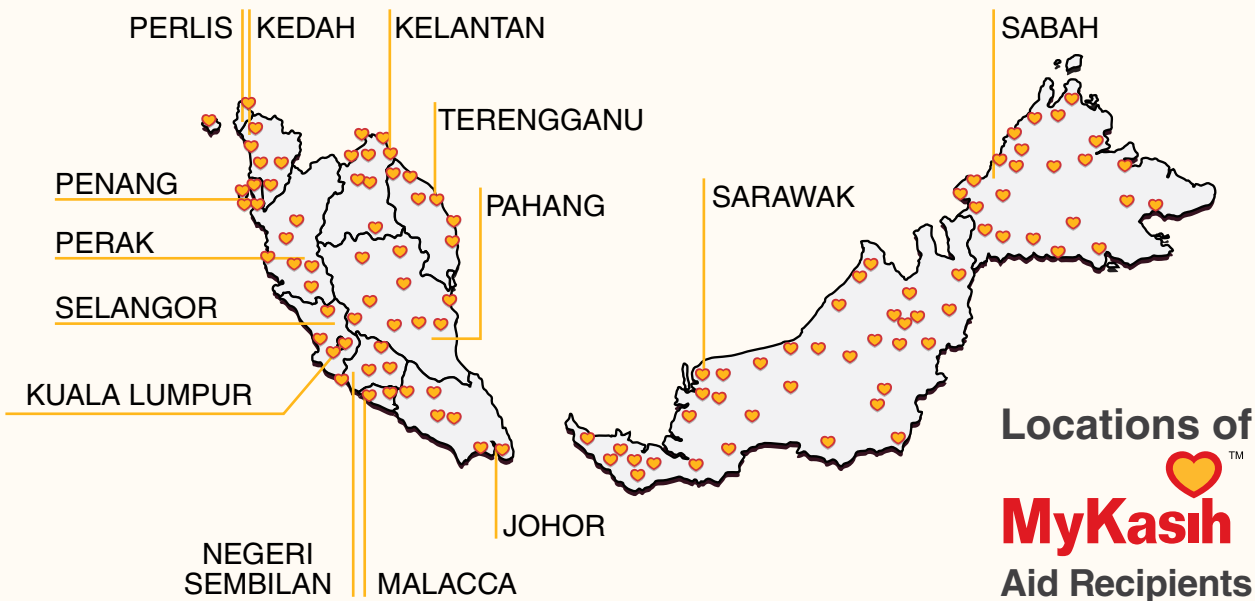
MyKasih Today

MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in December 2008. To-date, we have channeled **RM 240 million** via the MyKasih cashless payment system to more than **260,000 families** in over 400 locations nationwide, out of which, 18,000 are primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.



The scope of the MyKasih system has expanded beyond food aid and student bursaries to include cashless payments for public transportation, fuel, medical treatments and utility bills. Essentially, the MyKad account becomes the single main account to which low-income households can use to access multiple welfare products or services.

The Ministry of Urban Wellbeing, Housing and Local Government, Johor and Sarawak State Governments, as well as Lembaga Zakat Selangor and Majlis Agama Islam Melaka, have also been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.





TAN SRI DR NGAU BOON KEAT
Chairman & Co-Founder

creating
loving and caring
neighbourhoods
through food aid
and education

BOARD OF TRUSTEES



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NAZARUDDIN

MyKasih Foundation receives United Nations Malaysia Award 2018 for ‘Leaving No One Behind’



From left to right: YB Datuk Liew Vui Keong (Minister in the Prime Minister's Department); Tan Sri Dr Ngau Boon Keat (Chairman and Co-Founder of MyKasih Foundation); Puan Sri Jean Ngau (Co-Founder of MyKasih Foundation) and Stefan Priesner (United Nations Resident Coordinator for Malaysia, UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam).

MyKasih Foundation added another feather to its cap when it received the United Nations Malaysia Award 2018 on 24 October 2018. It was presented by the Malaysian Minister in the Prime Minister's Department, YB Datuk Liew Vui Keong, and United Nations Resident Coordinator for Malaysia, Stefan Priesner.

The awards ceremony was held at JW Marriot Kuala Lumpur in conjunction with the 73rd Anniversary of the United Nations.

The UN Malaysia Award 2018 for the 'Leaving No One Behind' category was awarded to MyKasih Foundation for its effective technology driven welfare distribution method that has reached large numbers of Malaysians.

Established in 2009, MyKasih Foundation is a non-profit organisation that mobilises donor finance from public and corporate bodies towards disadvantaged communities, thus exemplifying the importance of private and public-sector collaboration towards Leaving No One Behind.

The uniqueness of the MyKasih programme is in the technology that drives its welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system which uses the chip technology of the Malaysian

identity card, the MyKad, to disburse welfare aid to target beneficiaries.

In thanking UN Malaysia, Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat, explained, "The technology which runs the MyKasih welfare distribution programme is the hallmark of our success. The technology ensures zero leakages in its distribution of aid, utilising the embedded smart chip in Malaysians' national identity cards, the MyKad, to prevent abuse of donor funds."

DIV Services Sdn Bhd, a wholly-owned subsidiary of DIALOG Group Berhad, had developed a sophisticated solution for fuel subsidy management based on the smart chip technology which has enabled the MyKad to function as a payment instrument, much like a debit card.

Rather than cash handouts, the MyKasih cashless payment system renders a fixed sum of aid to families, usually mothers, to purchase goods from nearby participating stores which MyKasih has equipped with card readers.

What is also appealing to donors of MyKasih Foundation is that donations are passed on in full to beneficiaries. Donors also appreciate how efficient and transparent the system is in accounting for how their funds are being utilised. A MyKad-based

technology means that charity funds are delivered in a targeted and cashless manner directly to rightful recipients.

To-date, MyKasih has assisted in the delivery of RM240 million worth of aid to more than 260,000 low-income families and students in over 400 locations nationwide, including in Sabah and Sarawak.

In addition to the 30,000 families MyKasih is reaching out to through the MyKasih 'Love My Neighbourhood' food aid programme in 2018, 7,000 students in 106 schools are being aided under the MyKasih 'Love My School' student bursary scheme. Students under the 'Love My School' programme receive bursaries via their student smartcard to pay for daily meals and learning necessities from the school canteen and bookstore.

MyKasih has recently expanded the scope of the system beyond food aid and student bursaries to also include cashless payments for fuel, medical treatments, public transportation and utility bills.

"Essentially, the MyKad account becomes the one main subsidy account to which low-income households can use to access multiple welfare products or services. This is a system that has already been up and running for ten years, tested in both urban and rural areas. The use of the sophisticated MyKad as a payment instrument needs to be capitalised on," urged Tan Sri Dr Ngau.



MyKasih Foundation co-founders, Tan Sri and Puan Sri Ngau at the award ceremony.

We are humbled by the recognition from UN Malaysia and hope that this will inspire others to work together to do good in the world. We could not have achieved the work that we have set out to do without the support from donors and retail partners. So, this award and recognition by the UN is shared with all our partners and I hope that we will continue to work together to serve those in need and leave no one behind. This is the mission of MyKasih Foundation – creating loving and caring neighbourhoods.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



MyKasih Foundation's trustees, advisors and management team, from left Oh Yoke Ching, Jeffrey Perera, Tan Sri Datuk Rebecca Fatima Sta Maria, Tan Sri Dr Ngau Boon Keat, Puan Sri Jean Ngau, Siti Khairon binti Shariff, Datin Nazrin Aneeza binti Nazaruddin and Evelyn Ho.

Love My Neighbourhood

Food Aid Programme

Food aid is the first step taken to engage with our targeted communities. Based on the needs and readiness of the community, the food aid is often followed by the Love My School bursary programme and other empowerment programmes.

MyKasih Foundation does not give out assistance to the low-income households on an ad-hoc basis. Instead, we make a long-term commitment to empower the people we help.

Food aid recipients receive a monthly allowance, which they draw upon using their MyKad or MyKasih smartcard at participating retail outlets. They are able to choose different brands of essential food items from an approved list of ten product categories.

To guard against abuse, a unique barcode-scanning process at the point-of-sale ensures that only approved items are purchased. Recipients key in their 6-digit PIN when paying with their MyKad or MyKasih smartcard.

Transparency and accountability are traits our donors value when deciding to sponsor our projects.

10 DIFFERENT PRODUCT CATEGORIES

MyKasih food aid recipients are from low-income households earning a combined monthly household income of RM 1,500 and below. Under the programme, recipients receive a cashless monthly allowance of RM 80 through their MyKad account, which can be spent on approved essential food items at partner retail outlets from 10 different product categories.



Rice



Cooking Oil



Beverages



Eggs



Flour



Bread



Biscuits



Seasoning



Canned Food



Noodles

Yayasan Petronas reaches out to flood victims in Malacca



YB Datuk Seri Mohd Redzuan Md Yusof accompanying a happy recipient with a trolley full of essential food items purchased under the 'Sentuhan Kasih PETRONAS' programme.

On 14 December 2018, PETRONAS reached out to flood victims in Malacca through its 'Sentuhan Kasih PETRONAS' programme and provided aid amounting to RM135,000 to 540 families.

The recipients were from the Alor Gajah district, the area most severely affected by the floods. Each family received a one-off contribution of RM250 to purchase essential food items and other basic necessities through a cashless payment system linked to their MyKad.

They can purchase rice, sugar, cooking oil, kitchen utensils, home appliances and hygiene products at the local partnering supermarket, Mydin Mall Pulau Sebang. School items such as school uniforms, shoes, books and stationeries were also included to help families with school-going children prepare for the new school year.

More than 50 PETRONAS employees volunteered to provide assistance to the 540 families at the supermarket that day. PETRONAS Vice President of Group Procurement, Samsudin Miskon, said during the launch event that the assistance is intended to help relieve some of the financial burden felt by the affected families before the start of the new school term.

"It is our sincere hope that this small contribution from us will help families resume their normal activities sooner and lighten their financial strain caused by the floods," he added.

Member of Parliament for Alor Gajah and Minister of Entrepreneur Development, YB Datuk Seri Mohd Redzuan Md Yusof, graced the event as the Guest of Honour.



PETRONAS



RM 135,000
Contributed



540
Families supported
with one-off flood relief

For the past eight years, PETRONAS has been actively involved in disaster relief and rebuilding efforts. This year, PETRONAS through its Corporate Foundation, Yayasan PETRONAS (YP), has allocated RM3 million to cater to any disaster aid efforts nationwide in anticipation of the current monsoon season.

Apart from providing relief assistance during disasters, Sentuhan Kasih PETRONAS also reaches out to the less privileged communities during the festive seasons to provide assistance and help spread cheer.



YB Datuk Seri Mohd Redzuan Md Yusof presenting a goodie bag to a recipient.

MyKasih recipient families who were already poor to begin with ended up even poorer. They lost everything in the floods. It was not a difficult decision to extend the MyKasih cashless payment system to be used for post-flood aid disbursement. I would like to thank PETRONAS for using the MyKasih system for its Sentuhan Kasih PETRONAS programme to provide relief to the flood victims in Malacca. We pray for no more disasters to befall the nation.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



YB Datuk Seri Mohd Redzuan Md Yusof, giving a speech as the guest of honour.



Representatives from the 540 families who are being supported under the PETRONAS Sentuhan Kasih programme.



Delegates at the event posed for a photo. Mydin has been a retail partner to MyKasih for over 6 years.

JTI Malaysia takes beneficiaries shopping



JTI's staff volunteer (left) getting to know a food aid beneficiary from Kota Damansara while assisting her with her first cashless grocery shopping.

This year end, JTI Malaysia's staff banded together to give back to residents of People's Housing Project (PPR) in Kota Damansara and Taman Sri Manja. Over 40 staff volunteered their weekend to help 60 families do their first cashless shopping under the MyKasih 'Love My Neighbourhood' food aid programme sponsored by JTI Malaysia.

The events fell on 20 October at Giant Kota Damansara and 24 November 2018 at Giant Hypermarket Sri Manja, during which recipients were treated to lunch at a nearby community hall together with the JTI's staff volunteers.

In addition to the food aid programme, JTI Malaysia also ran an office Christmas donation campaign and collected 8 diaper packs, plus 18 carton boxes of hygiene care products, kitchenware, toys, stationeries, and Christmas biscuits, to be contributed to Orang Asli villages supported by MyKasih Foundation.



Beneficiaries making their first cashless purchase using their MyKad.



RM 360,000
Contributed



300
Families supported
through food aid



16
Women supported
under sewing skills &
entrepreneurship training

We would like to take this opportunity to congratulate JTI Malaysia for being awarded Top Employer in Malaysia for the fourth year in a row by Top Employers Institute. The award is truly well-deserved and it is reflected in their staff's enthusiasm and commitment in their CSR outreach activities. To-date, JTI Malaysia has supported more than 4,000 families with food aid since 2013 through MyKasih Foundation. We look forward to many more years of collaboration and outreach with them.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



A Saturday morning well spent for 16 JTI staff volunteers with the MyKasih 'Love My Neighbourhood' food aid beneficiaries from Kota Damansara.

JTI Malaysia empowers women of Permatang Pauh with skills

On 23 November 2018, 16 women from Permatang Pauh, Penang began their journey of mastering the art of sewing. Funded by JTI Malaysia, the project aimed to empower women with the ability to generate income via the creative industry.

The participants, who are single mothers, young women, and some with disabilities, were selected based on their interest in pursuing this art. In addition to being given theoretical and practical training, the participants were provided with the appropriate tools to help them start their own cottage businesses.

As a project embarked in partnership with the Permatang Pauh Women's Project (PPWP), participants used batik as material for their sewing projects to encourage the advancement of Malaysia's batik industry.

Six full-day workshops were carried out between 23 November and 15 December 2018 at the Epal Training Centre in Seberang Jaya, Permatang Pauh. The participants were trained on the functionalities of their sewing machine and carried out nine sewing projects which included home decorations, soft toys, fashion accessories, recycled products, arts and crafts, as well as clothing.

Participants were exposed to the basics of entrepreneurship and the art of selling. The women sold their crafts at a marketplace in Permatang Pauh, while being trained on branding, promotional material creation and distribution. They also conducted short sewing lessons for visitors at their booths to learn how to conduct themselves when teaching the craft to others.

The programme also injected motivation for the women to build their self-confidence to launch their own business. During these motivational sessions, participants were exposed to other success stories with the hope of inspiring them to change their lives for the better through their newfound sewing skills.

Their options for income-generation include taking orders for clothing, becoming suppliers for sewn products, becoming entrepreneurs in the creative industry, or becoming teachers and running institutes of learning for the craft.

Starting January 2019, each participant is required to meet with Epal representatives at least twice a month to monitor their individual progress. Support and monitoring will be provided to participants upon the completion of the workshops to help them individually embark on the journey of launching their own business.

Additionally, the participants are entitled to 12 months of additional courses free-of-charge at any Epal centre to further enhance their skills.



16 women learning how to sew home decorations, soft toys, fashion accessories, recycled products, arts and crafts, as well as clothing over a course of six days.



Participants were provided with appropriate tools to help them kick-start their own cottage business.



The sewing project is executed in collaboration with Permatang Pau Women's Project (PPWP).

It is our hope that the women who participate in this project will come away from it with not only the technical skills to execute a variety of creative sewing projects, but also the desire to be successful entrepreneurs.

*MyKasih Foundation Chairman and Co-Founder,
Tan Sri Dr Ngau Boon Keat*



The participants include single mothers, young women and some with disabilities.



Upon completing the workshops, the women have various options of income-generation including becoming suppliers for sewn products, becoming entrepreneurs in the creative industry or becoming teachers and running institutes of learning for the craft.

Love My School

Student Bursary Programme

The MyKasih 'Love My School' bursary programme is an extension of MyKasih's welfare programme for low-income households.

Students from economically-challenged backgrounds are rendered assistance in the form of annual bursaries, which the students draw upon using a smartcard linked to their MyKad account to purchase school books and stationeries from the bookstore, as well as meals at the school canteen.

4 DIFFERENT PRODUCT CATEGORIES

The bursary programme provides students with allowances via their MyKad-linked student smartcard to pay for their daily meals at the school canteen, as well as books and other learning necessities from the school bookstore.

The aid can be extended to include Back-to-School items such as uniforms, shoes, bags and stationeries, to prepare the students for the new academic year.

Students may purchase approved essential items from four product categories.



Food



Books



Stationeries



Uniforms



Mah Sing Foundation launches flagship School+ programme

In collaboration with MyKasih's Love My School programme



RM 144,000
Contributed

200
Students supported in 3 schools

100 underprivileged primary students of SK Kampung Batu will get monthly bursaries amounting to RM 60 to spend on food, books and stationeries.

Mah Sing Foundation's flagship programme, School+, contributed RM144,000 to support 200 underprivileged primary students of Sekolah Kebangsaan Kampung Batu, Sekolah Kebangsaan Sungai Pelong and Sekolah Jenis Kebangsaan Tamil RRI Sungai Buloh with monthly cashless bursaries.

The annual student bursary programme is aimed at easing the financial burden of underprivileged families in schooling their children. Through this programme, students are able to purchase food and drinks at the school canteen or books and stationeries at the school bookstore. This programme has also been proven to improve student attendance in school.

Present at the cheque presentation ceremony held on 2 October 2018 at Sekolah Kebangsaan Kampung Batu, Kuala Lumpur, were Mah Sing Foundation Chairman, Dato' Indera Syed Norulzaman bin Syed Kamarulzaman, MyKasih Foundation Trustee, Siti Khairon Binti Shariff and Deputy Education Officer from the Sentul District Education Department, Radzita binti Radzi.

Dato' Indera Syed Norulzaman said, "School+ is a programme aimed at improving underserved schools and students' access to education, health and safety. We believe that a better tomorrow can be achieved when every child is provided with the opportunity to achieve their full potential."

"Mah Sing Foundation's vision, 'Reinventing Hope, creating lasting change in children lives' centred on the future of these children, is built upon the key pillars of the foundation, which are Education, Health and Wellbeing, and Community Development," added Dato' Indera Syed.

The Headmaster of Sekolah Kebangsaan Kampung Batu, Badarul Ihsan, was grateful for the aid given to his students as he hopes that it will further motivate them to come to school and concentrate better in class.

"With all their basic needs in school met in terms of nourishment and learning necessities, the students can now participate fully in the classroom and during extra-curricular activities," added Badarul.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said "MyKasih is proud to collaborate with Mah Sing Foundation to assist underprivileged students through our bursary programme. We hope that more organisations will step forward to help families keep their children in school."



Mah Sing Foundation Chairman Dato' Indera Syed Norulzaman sharing Mah Sing's vision in 'Reinventing Hope' for a better future for the children.



Students can now make cashless purchases in the school canteen and bookstore using their smartcard to pay.



Headmaster of SK Kampung Batu, Badarul Ihsan, gave a warm welcome to Mah Sing and MyKasih Foundation.



Mah Sing Foundation contributed RM 72,000 to support 100 students of Sekolah Kebangsaan Kampung Batu with cashless bursaries for one year.



Dato' Indera (second from left) observing a demonstration of a cashless purchase in the school canteen.



A group photo after the students received their MyKasih smartcards.

Mitsubishi Corporation uplifts Jakun lives in Johor



7 Orang Asli from Kampung Peta participating in an educational trip to Bung Jagoi in Sarawak on 10-12 December 2018.

RM 128,840
Donated

37
Students adopted

1
Education center refurbished

Mitsubishi Corporation began its collaboration with MyKasih Foundation in April 2018 with a two-pronged strategy aimed at uplifting the lives of the Jakun Orang Asli in Kampung Peta, Johor.

Nestled at the entrance of the Endau-Rompin National Park in Johor, many of the villagers in Kampung Peta depend on eco-tourism as a source of income. It therefore made sense for the community development programme to be focused on what is immediately available for the villagers to capitalise on.

On 10-12 December 2018, selected villagers active in eco-tourism activities attended an educational trip in Bung Jagoi, Sarawak, which included intensive courses on how to effectively run a community-based ecotourism programme.

Bung Jagoi is a well-established and exemplary community-based eco-tourism outfit, managed independently by the local Bidayuh indigenous community. There, the participants learned effective tourism activity management and guiding techniques.

Prior to the above excursion, the youth and community leaders participated in several other capacity building workshops in October and December 2018, encompassing financial management (i.e. how to organise and manage their community cooperative's account), computer skills (for project reporting) and community-based eco-tourism training (packaging eco-tourism activities and marketing).

Apart from these community development programmes, Mitsubishi Corporation also adopted an Orang Asli primary school

in the same village to ensure that the children's educational needs are also met.



Bung Jagoi's community-based tourism is managed independently by the local Bidayuh indigenous community living there.



During the trip, the participants learnt how to effectively manage tourism activities and guiding techniques.

Mitsubishi Corporation visits adopted school

"Youkoso, Nakahira-san!" ("Welcome, Mr Nakahira") shouted the students of Sekolah Kebangsaan Peta in unison as they welcomed Mitsubishi Corporation Country General Manager, Shigeru Nakahira and his delegation to their school.

The visit from Mitsubishi coincided with SK Peta's Cross Country (Merentas Desa) event, which saw Nakahira-san presenting medals to the winners.

Mitsubishi Corporation joined forces with MyKasih Foundation in April 2018 to fully adopt all 37 students in SK Peta under the MyKasih 'Love My School' student bursary programme. Apart from bursaries, Mitsubishi Corporation also supported SK Peta's annual sports day event, a language workshop, an educational exposure trip for the students, as well as the refurbishment of their classrooms with IT equipment under the 21st Century Classroom Transformation Project. The community's education center was also refurbished.

The Jakun Orang Asli of Kampung Peta live near the entrance of the Endau Rompin national park in Johor. Their children who are schooling in SK Peta have little exposure to modern facilities and technology.



Students of SK Peta are from the Jakun Orang Asli community living in the area.

It is with hope that with these sort of programmes, the strengths and capabilities of the Jakuns in Kampung Peta can be honed, therefore providing them with the necessary tools to sustain their livelihoods, and in the long-term, attain a higher quality of life.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



Teachers, students and posing for a group photo with Mitsubishi Corporation delegates. Apart from the student bursary, Mitsubishi Corporation also sponsored the refurbishment of their computer lab, supported academic workshops as well as the school's sports day.

Linaco Group celebrates with Sekolah Kebangsaan Sungai Bumbun

Prepares two Orang Asli schools for 2019

Linaco Group had an eventful year-end supporting meaningful programmes in their adopted Orang Asli schools. The students were not only given financial relief, but also moral support and a big confidence boost through the various engagement activities Linaco sponsored.

UPSR Short Stay 'Mini Asrama UPSR' Programme at Sekolah Kebangsaan Sungai Bumbun, Selangor



For 7 days, 25 students stayed over in the school for extra tuition classes after school hours and at night, given by their teachers, during the Primary School Achievement Test (UPSR).

Linaco supported a supplementary tuition programme for 25 Primary Year Six Orang Asli students of SK Sungai Bumbun in preparation for their Primary School Achievement Test (UPSR).

During the 7-day 'Mini Asrama UPSR' tuition programme which ran from 21-27 September 2018, all 25 students stayed over at the school, accompanied by their respective subject teachers who would tutor them after school and right into the evenings.

A common exercise undertaken by many Orang Asli schools, the main purpose of the stayover programme is to reduce the possibility of candidates accidentally missing their examinations, while at the same time, motivating the students to do their best.

The effort of the students and teachers bore fruit when the UPSR results were announced on 29 November 2018. Eight students passed all subjects, with the school achieving a 38.1% pass rate, an achievement four times better than the pass rate of 9% in 2017 when only two students passed all subjects.



RM 183,417.40
Donated



2
Back-To-School
programmes supported



165
Students supported in 3
primary schools

SK Sungai Bumbun's First Excellence Award and Graduation Ceremony



The students of SK Sungai Bumbun performing the Mah Meri traditional masked dance for the opening of the graduation.

SK Sungai Bumbun held its inaugural graduation ceremony for the Primary Year 6 students on 22 November, which was attended by representatives from Linaco Group. Other students were also recognised for their achievements, witnessed by their proud, beaming parents.

The Excellence Award and Graduation Ceremony (Hari Anugerah Kecemerlangan dan Graduasi Tahun 6) saw the Primary Year 6 students donning graduation robes when receiving their graduation scrolls.

SK Sungai Bumbun's attendance and academic results have been steadily improving, thanks to the hard work of the teachers and students, as well as Linaco Group's generous support.



SK Sungai Bumbun's graduating class of 2019.



SK Pos Balar kids in their brand-new uniforms.

Back-to-School Uniforms for Sekolah Kebangsaan Sungai Bumbun, Selangor, and Sekolah Kebangsaan Pos Balar, Kelantan

To get the students all geared up for the new academic year, Linaco Group sponsored two sets of brand new school uniforms for a total of 480 students in its two adopted Orang Asli schools, SK Sungai Bumbun in Selangor and SK Pos Balar in Kelantan.

Students can now attend classes in new and clean uniforms, ready to kick-start the 2019 academic year afresh!

Apart from adopting SK Sungai Bumbun, SK Pos Balar and SK Sri Melur under the MyKasih 'Love My School' programme, Linaco has gone above and beyond by visiting the schools regularly and tending to their needs. The Group has supported SK Sungai Bumbun's annual sports day and even refurbished its computer lab. It is evident that this extra support and engagement has made a big positive impact. The students are making progress!

We would like to thank Linaco Group for their generosity and for putting in their time and their hearts in truly making a difference in the lives of the student beneficiaries. The children are their family's hope for a brighter future.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



MyKasih's Orang Asli Children's Education Fund

Children of Orang Asli families are not left behind in our efforts at providing them the opportunity to develop to their fullest potential. The MyKasih Orang Asli Children's Education Fund was set up to support indigenous children in national schools and those attending after-school classes at community-based learning centers.

The fund ensures that Orang Asli children, especially those in rural areas are able to attain an education by catering to the unique needs of the community.

The Store supports Orang Asli communities in Gerik, Perak

The Store




RM 108,000
Raised


79
Families Supported


2
Learning centers supported

Thanks to yet another successful coinbox donation campaign by The Store Group, 79 families will receive RM 80 each month for a year to pay for essential food items using their MyKad.

Following another successful coinbox donation campaign by The Store Group, themed “Weaving A New Future”, RM 108,000 was donated to MyKasih’s Orang Asli Children’s Education Fund to support two Orang Asli learning centers and to provide 79 families with monthly food aid.

These families hail from Kampung Sumpitan, Kampung Kewa and Kampung Cunex in Gerik, Perak, where the Orang Asli have little economic opportunities to be financially secure.

On 1 October 2018, a group of Temiar Orang Asli gathered at The Store, Gerik, to learn how to pay for essential food items using their MyKad. As beneficiaries of the MyKasih ‘Love My Neighbourhood’ food aid programme, they receive a monthly allowance of RM 80 through their MyKad account for a period of one year which can be spent on approved essential food items at participating retail outlets.



The orientation is the time for beneficiaries to get familiar with the approved essential items they can purchase under the MyKasih ‘Love My Neighbourhood’ food aid programme.

We would like to congratulate The Store Group for concluding yet another successful coinbox campaign. We are also deeply grateful for being selected once again as a sole beneficiary of the campaign to help extend The Store’s goodwill in assisting rural communities in Gerik, Perak. We hope other companies will emulate their efforts of supporting families and children with basic needs of food and education.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



The approved essential food items include cooking oil, canned sardine, rice, milo, oats and condensed milk.



The Orang Asli beneficiaries from villages in Gerik can now shop for essential food items at The Store in Gerik town.

Gerik Orang Asli community centers progress with support from The Store Group

In addition to the 79 Orang Asli families, two community learning centers in the Orang Asli villages of Leyef and Air Laba in Gerik, Perak are being supported under the one-year MyKasih 'Love My Neighbourhood' food aid programme.

For the learning centers which provide basic literacy and numeracy education for a total of 80 children, the nominated caretakers are given monthly allowances via their smartcards to purchase a range of items which included essential food items for the children's daily refreshments, as well as stationeries and books.



In addition to basic education, children receive sustenance when they attend lessons at the learning centre.



The classes are separated into two groups, beginners and advanced.



In December 2018, the students sat for an exam prepared by the teachers.

We are grateful to The Store Group for lending their support to a cause very close to our hearts – Orang Asli children's education. We are happy to see our cashless technology being used to assist community-based learning centers in rural areas and we hope that this will inspire other corporations to reach out to where assistance is needed most.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat

Supplementary Assistance Programmes


With funding from donors and support from trainers and community partners, MyKasih carries out supplementary assistance programmes to provide recipient families with the opportunity to become empowered and financially independent to lead a better life.


- + **Skills and Entrepreneurship Training** are conducted by accredited trainers to empower MyKasih participants with the knowledge and skills to realise their full potential and achieve financial independence.
- + **Health Screenings** are organised with the Ministry of Health and National Population and Family Development Board (locally known as 'LPPKN').
- + **Job Training and Placement** opportunities are given to recipients and their family members to become gainfully employed. In collaboration with retail partners and civil society organisations, employer interviews and hire suitable candidates from the MyKasih database.
- + **Tuition and Scholarship**. MyKasih collaborates with tuition providers and various colleges and universities to provide our beneficiaries with tutorial support and award the high-achievers with scholarships.

MYDIN donates RM249,000 worth of school bags to MyKasih students

MYDIN




RM 249,000
Donated In-Kind


10,000
Students supported for
Back-To-School

More than 360 school bags were delivered to Sekolah Kebangsaan Penderas, an Orang Asli primary school in Kuala Krau, Temerloh, Pahang, supported under the 'Love My School' student bursary programme.

Mydin Mohamed Holdings Berhad reached out to MyKasih's 'Love My School' programme recipients by donating 10,000 schoolbags worth RM 249,000 during the Back-To-School period in December 2018.

In thanking Mydin, Chairman and Co-Founder of MyKasih Foundation, Tan Sri Dr Ngau Boon Keat, explained, "The Back-To-School period is always a tough time for the B40 communities as expenses are high because families need to purchase new books, uniforms and stationeries for the new school term. The school bags donated by Mydin brought joy not only to the parents, but also their children. Equipped with brand new bags in attractive colours, we have gotten feedback that the children are now even more excited to start the new academic year. We thank Mydin for their very valuable contribution during this period."

The 10,000 bags were distributed to more than 80 primary schools under the MyKasih 'Love My School' programme, including six Orang Asli community learning centers.

Mydin has been MyKasih's retail partner for over six years. 19 of their outlets serve MyKasih food aid recipient families, where they shop for basic provisions and pay using donor funds which are channelled in a cashless manner via their MyKad.



NGO partners of MyKasih Foundation, Pertubuhan Komuniti Kasih Selangor (left) and Rotary Club of Puchong Centennial (right), assisted to deliver school bags to student beneficiaries.



DIALOG takes 266 students for Back-To-School shopping

DIALOG



For this Back-To-School shopping excursion, each student shopped guided with a shopping list of schooling essentials and an approved spending budget to use.

On 12-13 November 2018, DIALOG treated 266 students from Sekolah Kebangsaan Bukit Lanjan (Asli) and Sekolah Kebangsaan Kampung Tunku, Petaling Jaya, Selangor, to Back-To-School (BTS) shopping at Mydin Hypermarket in USJ, Subang Jaya.

The 266 students are beneficiaries of the MyKasih 'Love My School' bursary programme sponsored by DIALOG.

Each student was given a shopping list of schooling essentials and the approved spending budget. The students and their teachers were briefed by MyKasih officers to follow the list closely and to write down the actual ringgit amount for the items purchased.

This interactive exercise in financial literacy taught the students to calculate, plan their purchases and spend within budget. With guidance from their chaperone teachers to ensure that the students have selected items needed for school, the students were also able to stretch their budgets to include purchases of groceries and hygiene care products as well.

Mydin Hypermarket made the shopping spree even more meaningful by offering further discounts on a wide range of schooling necessities and distributing school bags to the students for free. One can imagine the look of happiness on these primary school children's faces.

DIALOG Group's Executive Chairman, Tan Sri Dr Ngau Boon Keat, who is also Chairman and Co-Founder of MyKasih Foundation, said "It is a wonderful experience for children who come from economically-challenged backgrounds to have the luxury of choice

when purchasing their own school items. With the checklist, the children were able to learn the importance of budgeting and spending within their means."

"We hope that with brand new school uniforms, shoes and other essentials, the students will be even more excited about attending school and will take their studies more seriously. We wish the children all the best with their academic pursuits in 2019 and beyond," added Tan Sri Dr Ngau.

In addition to these two schools in Petaling Jaya, DIALOG is also a proud sponsor of the Love My School bursary programme for 1,700 students in 13 other schools across six states, including a secondary school in Bintulu, Sarawak.




Orang Asli students from SK Bukit Lanjan with their haul.

HSBC Bank Malaysia promotes sustainable farming in Orang Asli villages



Invests in community agriculture and chicken rearing to uplift economic status of Orang Asli communities in Perak and Pahang




RM 247,550
Contributed


5
Communities empowered

HSBC Bank Malaysia's Chief Executive Officer, Stuart Milne, signing a plaque to launch the empowerment and income-generation programme in Kampung Bertang.

In collaboration with MyKasih Foundation, Indigenous Peoples Network of Malaysia and Pertubuhan Komuniti Kasih Selangor, HSBC Bank Malaysia kicked off a community empowerment and income-generation programme in five Orang Asli communities in Raub, Pahang, and Gerik, Perak.

The bank's Chief Executive Officer, Stuart Milne, signed a commemorative plaque on 16 October 2018 in Kampung Bertang, Pahang, during a visit of one of the programmes' activities.

Together with 12 volunteers comprising HSBC Bank Malaysia's EXCO members, the Tuesday of 16 October was spent in a meaningful way with the planting of durian seedlings and a meet-and-greet session with the Semai Orang Asli community of Kampung Bertang.

The entrepreneurship programme in the five villages included handicraft workshops, a chicken rearing project, community farming, as well as the planting of fruit trees and rubber trees. HSBC Bank Malaysia hopes that the communities will work towards becoming financially independent through a variety of vibrant long-term economic activities.

Meanwhile, MyKasih Foundation currently supports community learning centres in the same villages. The Orang Asli children benefit from reading, writing and mathematics, as well as activities on indigenous knowledge crucial to their traditional way of life. Under the programme, youths and adults were trained in life skills

(such as electrical wiring, organic farming, handicrafts, computer literacy, etc) and those who had earlier dropped out from school are being re-educated to sit for SPM examinations as independent candidates. It is hoped that with the basic qualifications, the youths will be able to find well-paying jobs and can therefore carve a brighter future for themselves and their families.



HSBC staff volunteers spending meaningful time with the Orang Asli children of Kampung Bertang.

Chicken farming and skills training in Pahang



The chickens take three months to mature and are free to roam around a designated area.

With assistance from NGO partner Pertubuhan Komuniti Kasih Selangor, the Semai Orang Asli villagers of Kampung Bertang started their chicken farming project with one modest chicken coup. The support from HSBC allowed them to add another two chicken coups and invest in chicken feeds. To-date, the community has been able to carry out three cycles of chicken harvests, totaling 1,004 chickens.

Six months into the project, the community has earned RM 29,648, out of which, RM 10,787.50 is profit and capital to reinvest into the project. The community had decided that 10 percent of profits will be put into their Tabung Berdikari (Independent Fund) to sustain the community's learning center, which currently provides after-school tuition to 306 students.

Other skills training projects such as handicraft making and electrical wiring were also conducted in Kampung Bertang and Kampung Ruai Tengah.



With the contribution from HSBC, Kampung Bertang added two more chicken coups.



Handicraft training was conducted to fine tune their weaving skills.



Apart from the chicken farming project, an electrical wiring training course was conducted as part of a series of skills-training workshops for the youths.

Sustainable organic farming in Perak

The Temiar Orang Asli in Perak kicked off their community empowerment and income-generation project at the Kivatu Nature Farm in Penampang, Sabah, where 16 participants learnt various sustainable organic farming methods.

During the three-day training programme, they learnt how to compost and make organic fertilisers. They also learnt plant propagation techniques such as marcotting and bud grafting for rubber and fruit trees.

After the training, the participants taught their fellow villagers back home what they had learnt at the Kivatu Nature Farm. In December 2018, the community received their first batch of rubber seedlings and vegetable seeds to establish their farm.

The long-term goal of this programme is to help the community become financially independent through the planting of rubber trees as well as the sales of organic vegetables and fruits with the new farming skills they have learnt.



Irene, one of the lead trainers from Kivatu Nature Farm, introducing the Temiar participants to composting.



After the participants got back from the training in Kivatu Nature Farm, they held their own training in the village to share their newfound knowledge with other fellow villagers.



Participants preparing a mix of rice husk, carbon with some Effective Microorganisms solution to make bokashi, a composting method.



Participants from Kampung Cunex and Kampung Air Laba taking down notes during the training.

Bursa Malaysia supports financial literacy training for Perak Orang Asli



RM 89,000
Donated



50
Families supported with
one-year food aid and
financial literacy training

Christina David from the Indigenous Peoples Network of Malaysia (JOAS), running the financial literacy training in Pos Piah, Sungai Siput, Perak. The training guided the Orang Asli on the basics of personal financial management.

The 5-part financial literacy training for the Temiar Orang Asli of Pos Piah, Perak, under the sponsorship of Bursa Malaysia, concluded with a handicraft workshop and successful exposure trip to the city of Kuala Lumpur where craftmakers sold almost RM 1,000 worth of their crafts at a weekend bazaar.

The handicraft workshop which was conducted on 5-6 September 2018 had helped the community refine their skills and improve on the quality of their handicraft. Coordinated by craft researcher Reita Rahim from Gerai OA, the trainers were skilled Orang Asli artisans from Carey Island, Selangor, and Gua Musang, Kelantan.

An exposure trip took place between 30 November and 3 December 2018, where nine selected Orang Asli participants came to Kuala Lumpur and took part in The ARTitude Bazaar in Jaya One, Selangor. During the trip, they also visited Central Market and the Kuala Lumpur Craft Complex to see and learn about the different types and quality of products being sold.

The exposure trip and bazaar sale helped them to better understand the value of their crafts, earn income and apply what they had learnt during their financial literacy workshop earlier in September 2018. The programme ended with a final workshop on 4-5 December 2018, to reflect on what was learnt and to reinforce the key principles of good financial management.



In addition to financial literacy, a handicraft workshop was conducted to help the women refine their crafts to make them more sellable.

Thank you, Bursa Malaysia, for supporting a meaningful programme for the Orang Asli community in Perak. Beyond food aid, we are proud to be able to play a role in organising workshops which can help them enhance their skills and earn some income. I hope more companies will come on board to support similar community development initiatives.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat



Traditional bangles made from fern fibers and rattan.



Bright baskets woven from pandanus leaves were a big hit during the sale at The ARTitude Bazaar in Jaya One, Selangor.



Cherongkas, or traditional hair pins, made from bamboo.



9 Orang Asli from Pos Piah took part in The ARTitude Bazaar in Jaya One, Selangor on 1-2 December 2018. They sold over RM 1,000 worth of crafts there.



The handicraft workshop in Pos Piah on 5-6 September 2018 running late into the night as the women were eager to learn as much as they could from their trainers.

PETRONAS 'Sentuhan Harapan - Planting Tomorrow' programme

Early success stories from budding entrepreneurs

PETRONAS' 'Sentuhan Harapan Planting Tomorrow' programme trained 100 single mothers and homemakers with the necessary knowledge and skills to enable them to earn income for the family and become successful entrepreneurs.

Planting Tomorrow is a continuation of 'Sentuhan Kasih PETRONAS' which was launched in April 2018 involving 5,400 families in eight states, out of which, 400 reside in Kemaman, Dungun and Kuala Nerus districts of Terengganu. Under Sentuhan Kasih, beneficiaries are given monthly allowances of RM80 for one year via their MyKad accounts to purchase essential food items at participating retail outlets under the MyKasih 'Love My Neighbourhood' food aid programme.

The entrepreneurship training, comprising eight workshops and coaching sessions, kicked off in August 2018 and concluded in December 2018. The participants are currently being monitored and guided as they progress in expanding their business and dealing with new challenges. They share their stories below.

From zero to hero - Faezah's entrepreneurial journey

Che Noorfaezah Binti Mat Nasir, or Faezah for short, is 35-years old and a mother to six young children with the seventh on the way. Prior to joining the Planting Tomorrow programme, she was earning RM100 a month doing odd jobs like cooking or cleaning her neighbours' homes.

At the beginning of the programme, she felt demotivated as she listened to her fellow peers share their newfound experiences in the various businesses they were venturing into. Faezah was not sure she was good at anything that would be profitable.

During the one-on-one sharing session with the programme's head coach, she realised her inherent talent in traditional massages, a skill taught to her as a young lady by her father who is a well-known masseuse in their community.

Faezah started by making business cards and promoted her business on social media. Soon enough, her business boomed. From an income of RM100 a month, she has achieved her RM700 target within a month and to-date has increased her earnings to RM2,700!

"The first thing I did when I started earning more money was to pay my debts. My debtors were shocked that I was even able to pay. They have been so kind and patient with me. My husband and my children are so supportive in this new venture. My husband helps to drive me

to my customers' homes to perform my massage services. Unfortunately, I am unable to serve my customers at my house, as it is much too small. I am grateful to PETRONAS and MyKasih for giving me this opportunity to discover myself and my ability to be successful. Thank you!" said Faezah, when interviewed at her home.

She has expanded her massage services to also caring for mothers during their post-natal confinement period. Faezah and her father have also started retailing their own massage oil product.

We look forward to Faezah's continuous success!



Faezah sharing with her fellow Planting Tomorrow programme participants on her journey.



PETRONAS



RM 7,050,000
Contributed



5,400
Families supported with
food aid



100
Families supported with
entrepreneurship training

Che Dah expands her Nasi Khaumok business from RM200 – RM400 average sale a day to RM750

Faridah Ibrahim or Che Dah is another icon of the Planting Tomorrow programme in Kuala Nerus, Terengganu. She is famous not only for her delicious Nasi Khaumok (a Thai version of the Nasi Beriyani), but also for how she has used the tools and knowledge gathered from the programme to expand her business.

Che Dah shared that prior to joining the Planting Tomorrow programme, she was selling 2kg – 3kg of rice dishes such as Nasi Khaumok, Nasi Minyak and Nasi Lemak. She also sells *pisang goreng* (banana fritters) and some other *kuih* (Malay cakes). Upon joining the Planting Tomorrow programme, Che Dah learned how to develop a budget and a marketing plan for her business, as well as apply basic business management knowledge that is more systematic.

“The programme not only gave me the insights and knowledge to manage and expand my business, it also gave me the drive, motivation and courage to actually do it. Back then, I was cooking only 2kg – 3kg of rice per day, now, I am cooking about 10kg of Nasi Khaumok, Nasi Minyak and Nasi Lemak too. In the evenings, I still sell my Malay *kuih*, *goreng pisang* (banana fritters) and *mee goreng* (fried noodles),” shared Che Dah.

“I am brave enough to promote and market my products on Facebook and Whatsapp. From there, I am able to get catering orders. I also do delivery services, and sometimes I get hired to cook at gatherings,” added Che Dah.



Che Dah gave credit to her daughter-in-law, 34-year old Rohimah Binti Abdullah (left), for introducing Nasi Khaumok to her menu. It has definitely been the crowd-puller and success behind her thriving business.

Putri Syafika’s Chicken and Cheese Popiah is going places!



Syafikah and her sons.

Putri Syafika Binti Raja Zuki is a 29 year old, young mother of three. She lives in a little home in Teluk Ketapang, Kuala Terengganu. Prior to joining the Planting Tomorrow programme, she was already selling her Chicken & Cheese Popiah and *Kerepek Cheese* (Cheese Chips) on a small scale while her husband works as a freelance contractor – earning an income of RM1000.

Prior to joining the PETRONAS programme, Syafika was quite comfortable supplying 70-80 pieces of her ‘Chicken and Cheese

Popiah’ to a local cafeteria. However, her business collapsed when the cafeteria’s contract ended and the new owner did not want to purchase food from previous suppliers. This meant that Syafika lost her source of income and that left her distraught for a while.

When her neighbour told her about the PETRONAS programme, she jumped at the opportunity to gain more knowledge on how to move forward and take her product to a new level. Hence, Syafika restarted her journey by promoting her ‘Chicken and Cheese Popiah,’ both frozen and fried.

She also expanded her customer base by selling her products via Facebook, Instagram and Telegram. She also does delivery service for orders of two packets or more.

Determined to do better with the profit she made, Syafika bought a small canopy and equipment to set up her stall. Every Sunday to Thursday, she sells outside a local primary school. Other than her best-seller, she also sells homemade cheese crisps, meatballs, potato cheese and drinks. Every Friday, she can be found at ‘Pantai Bundle Teluk Ketapang’ where she sells her food from 2pm – 8pm. To reduce her rental cost, she shares her site with another friend from the same programme.

Syafikah proudly announced that she makes approximately RM3,000 a month now. Her advice to budding entrepreneurs; “Believe in your products. Work hard, never give-up, be open to feedback and always remain positive.” Syafika’s future plan is to learn about franchising and hope to start a franchise business for her products because she says, “It’s a waste to not be able to share what I have innovated.” And yes, she is right. Her ‘Chicken and Cheese Popiah’ is really franchise-worthy!

Single mother exceeded her expectations

Mazanah is a single mother of four school-going children who previously earned her daily bread through baby-sitting services. She is a late-starter in the Planting Tomorrow programme.

Towards the tail-end of the programme, Mazanah was recommended by her peers to be one of the icons as they felt she has done very well for herself.

Mazanah was selected as one of the icons because of her determination to succeed and the positivity that she brought to the people around her. Mazanah showed very good progress in her business. She makes sandwiches and kuih (malay cakes) to sell to her friends and neighbours in the afternoons. She also makes frozen curry puffs for orders she receives.

Other than that, she started selling her sandwiches and kuih in the mornings by setting up a small stall in front of her house. She found that neighbours would stop by to purchase them before they start their workday or when they send their children to school. Some customers even ordered in advance so that she could pre-pack them for fast collection the next day.

Mazanah entered the Planting Tomorrow programme with a target of making more than RM1,000 a month. She exceeded her target by earning RM1,500 a month from her newfound business.



Mazanah being interviewed by RTM on her 6 months journey in the Sentuhan Harapan – Planting Tomorrow Programme

Haslinda reinvents her Keropok Megi



Haslinda is now very motivated by the possibilities of great plans and ideas to expand her business.

Haslinda Abdullah is a mother of seven and a housewife. Two years ago, she started a small business selling "Keropok Megi". Back then it only earned her RM150 a month. She often felt like giving up on her hopeless business as it was a source of ridicule from some of her friends.

In 2018, she joined the PETRONAS Sentuhan Harapan – Planting Tomorrow #KITACIPTA programme. For once she was surrounded by like-minded women who shared similar dreams.

Upon returning home, Haslinda shared what she learned with her 17 year old daughter, Nazatul Auni Husna. Together they rebranded their product and named it "Keropok Megi Linda Homemade." They printed name cards and put up a banner outside their house. They also rethought the packaging of the products

When she joined the #KitaCipta programme, she started producing 1kg of dough a day. She steadily increased her daily production to 6kg of dough by the end of the training programme. Haslinda keeps track of her income and expenses, and is proud of her income which has increased from an average of RM 150 per month to RM 750 per month.

I feel so energized and motivated. Being among positive women who want to make a difference in their lives and that of their families has inspired me to work harder for my family too. Thank you Petronas and MyKasih for providing this endlessly beneficial programme

Haslinda Abdullah

LEGO Malaysia gifts the joy of building and giving



SK Kampung Tunku MyKasih student beneficiaries showing their Lego mosaics

LEGO Malaysia ran a LEGO Christmas Build & Give campaign in December 2018, which made the Christmas season all the more meaningful. For each mosaic played and built, LEGO donated a Lego gift to an underprivileged child from MyKasih Foundation.

The company had set up pop-up stores at Sunway Pyramid and Pavilion Kuala Lumpur where children visited and built Lego mosaics for free and showcased their creation on the Lego Christmas Mosaic Wall.

At the launch of the Lego Christmas Build & Give at Sunway Pyramid on 27 November 2018, MyKasih student beneficiaries from Sekolah Kebangsaan Kampung Tunku and fans of Lego joined in building various types of mosaic walls.

Lego Malaysia country manager Ronald Kloppenburg believes in helping children feel inspired in creating new things while showing compassion towards others. Speaking at the campaign launch event, Kloppenburg explained how the LEGO Christmas Build & Give campaign expands on LEGO's ambition of enabling future generations to build a better world.

"We all believe in the benefits of LEGO play to help children develop critical life-long skills, such as collaboration, creativity, critical thinking and problem solving. Our Christmas campaign adds another dimension by also teaching children the value of showing compassion to others," he said.



For each mosaic played and built during the LEGO Christmas Build & Give campaign, LEGO donated a Lego gift to an underprivileged child supported by MyKasih Foundation.

MAKE A DIFFERENCE

Join us today! Contribute to MyKasih Foundation and make a difference in your neighbourhood.



VOLUNTEERS

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



CORPORATES

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



INDIVIDUALS

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



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. **All donations to MyKasih Foundation are tax-exempted.**

Donations can be made via the following channels.



CHEQUE

Payable to **“MyKasih Foundation”** to:
MyKasih Foundation
DIALOG TOWER, No. 15, Jalan PJU 7/5,
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Name of Bank	AMBANK (M) BERHAD
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Bank Address No.	30, 32 & 34, Jalan SS2/61, 47300, Petaling Jaya, Selangor Darul Ehsan.



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www.mykasih.com

Corporate and individual donors will receive reports that show how their funds have been utilised for the families or students they have adopted under the MyKasih “Love My Neighbourhood” food aid programme or the MyKasih “Love My School” student bursary programme.

For further information, please contact us at info@mykasih.com or +603 7720 1888.


MyKasih
Love My Neighbourhood

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- Multimedia Development Corporation
- Malaysia Ministry of Education
- Malaysia Ministry of Health
- Malaysia Ministry of Home Affairs
- Malaysia Ministry of Urban Wellbeing, Housing and Local Government
- Malaysia Ministry of Women, Family and Community Development
- National Population and Family Development Board
- Performance Management Delivery Unit, Prime Minister's Department
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government

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- Agensi Kounseling dan Pengurusan Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- Kolej Komuniti Miri
- Lifeworks Sdn Bhd
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- National Population and Family Development Board
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- SOLS 24/7
- The Indigenous Peoples Network of Malaysia (JAOS)

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- CKS Supermarket (Sabah)
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CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



Food Aid & Household Items

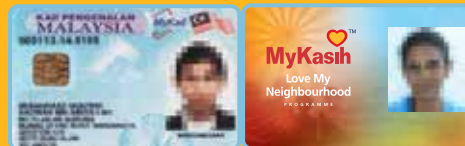


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