



MyKasih News

A quarterly publication for MyKasih Foundation | Issue 27 | July - September 2019



QUARRIES ASSOCIATION HELPS 50 FAMILIES

Read full story on page 14...



Malaysia Food Manufacturing Group supports 50 underprivileged families with food aid

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inside...

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Front Cover:

A recipient from Bukit Lagong keying in his PIN code to pay for essential food items using his MyKad at Econsave Sungai Buloh.

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CHAIRMAN'S MESSAGE



Dear Friends,

In this issue of MyKasihNews, we welcome two new donors – the Malaysia Quarries Association (MQA) Selangor / Kuala Lumpur branch and the Federation of Malaysian Manufacturers Malaysian Food Manufacturing Group (FMM MAFMAG). They had raised funds for 250 families to be supported under a one-year Love My Neighbourhood food aid programme in Selangor and Kuala Lumpur.

I would like to thank MQA and FMM MAFMAG for choosing MyKasih as a beneficiary of their charity golf and charity run events. We are deeply touched by the kind gesture from both the industry associations and hope that this will inspire their members to support our cause in the near future.

MyKasih also held two of its own fund-raisers this quarter. An award-winning “Next To Normal” Broadway musical was staged at DPAC on 20 July and the ninth annual MyKasih Charity Golf event was held at Glenmarie Golf & Country Club the week after. The events raised RM 130,000 and RM 1.3 million respectively, which went towards the many school and community programmes taking place this year. 9,500 students beneficiaries and 3,300 families are currently being supported with bursaries, food aid, and other supplementary training programmes and activities.

On that note, I would like to extend my heartiest congratulations to the 16 participants of the Permatang Pauh Women’s Project, who benefitted from a sewing skills and entrepreneurship training funded by JTI Malaysia.

I would like to also express my deep gratitude to HSBC Bank Malaysia for having MyKasih Foundation at their Kuala Lumpur

head office on 5 August to commemorate their Sustainable Lifestyle Day. I would also like to thank them for approving two more skills and entrepreneurship projects benefitting Orang Asli communities in Selangor and Perak, focusing on sustainable lifestyle and community organic farming. We look forward to another fruitful year of project outcomes.

The pages of this newsletter also report on the investments we are making in schools beyond student bursaries. These cover ‘The Sekolah Bola’ football programme, KidZania outings, vision screening and free spectacles for MyKasih student beneficiaries.

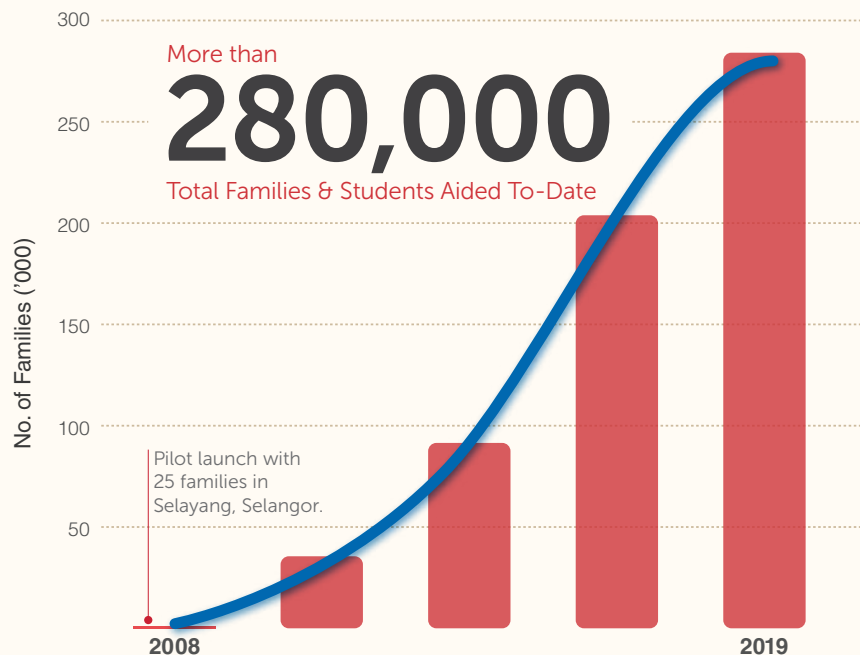
As we increase our focus towards children’s education, we also highlight non-academic needs which could also be met. School rugby and football teams are being adopted by corporate partners to support their long-term growth and development in the field, similar to the Lanjan Tigers and Runchang Panthers Rugby Teams of SK Bukit Lanjan and SK Runchang respectively. We hope to plan similar activities with more corporate partners for other Orang Asli primary schools under our support.

I hope you will enjoy perusing the pages of this issue and be inspired to support our causes.

TAN SRI DR NGAU BOON KEAT
Chairman and Co-Founder

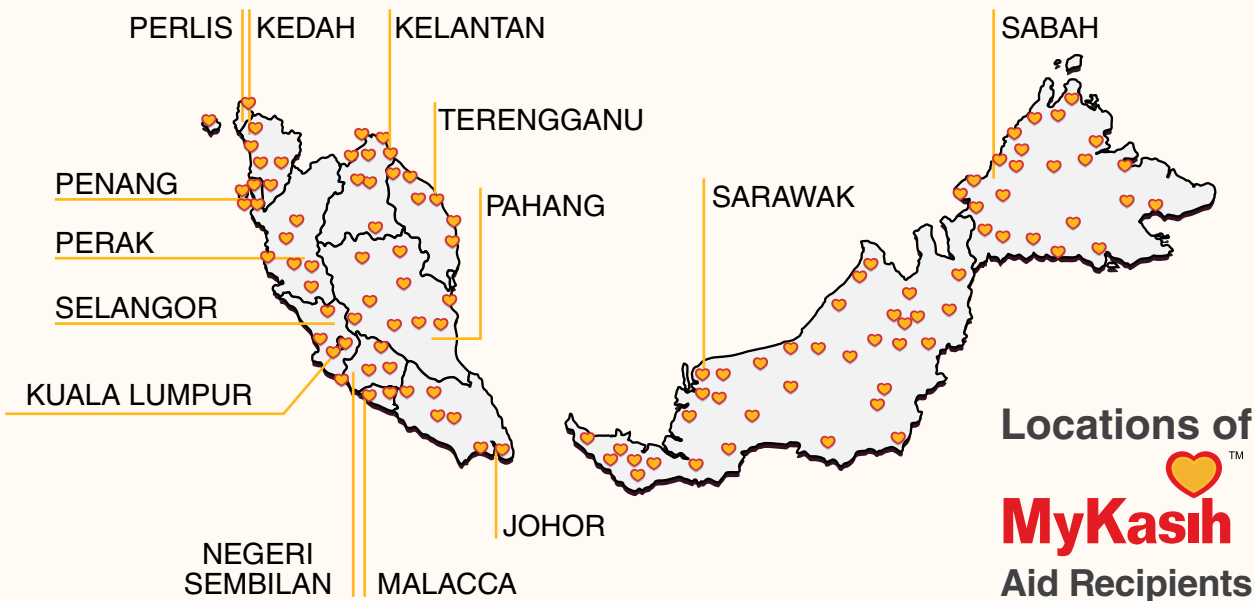
MyKasih Today

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 260 million** via the MyKasih cashless payment system to more than **280,000 families** in over 400 locations nationwide, out of which, 20,000 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, Lembaga Zakat Selangor, Zakat Pulau Pinang and Majlis Agama Islam Melaka, have also been using the innovative MyKasih system for their respective welfare programmes for the underprivileged.



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.

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 stationery 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. Robotics, aquaponic projects and sports activities are also funded to enhance their learning experience in school.





TAN SRI DR NGAU BOON KEAT
Chairman & Co-Founder

creating
loving and caring
neighbourhoods
through food aid
and education

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9th annual MyKasih Charity Golf event raises RM 1.3 million



MyKasih Foundation held its ninth annual charity golf tournament on 27 July 2019, which successfully raised RM 1.3 million through flight sponsorships and cash donations. Good weather and pristine course conditions greeted 140 golfers who completed 18 holes on the Valley Course of the Glenmarie Golf & Country Club that day.

During the lunch prize presentation ceremony, MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, gave a heartfelt speech to thank all the golfers and the sponsor organisations for their support. He explained that the proceeds will go towards school and community programmes which are being carried out nationwide.

"We started in 2009 by helping 25 families in Selayang and now, ten years on, the Foundation has reached out to more than 280,000 families and students nationwide and distributed RM 260 million worth of aid directly to them. We could not have achieved this without the concerted effort of partners on the ground, as well as the funding support from generous donors who believe in what we do," said Tan Sri Dr Ngau.

"Much more needs to be done to assist families out of hardship. With continued support from you, we hope that this will result in a better quality of life and a more promising future for the families and students we have committed to help," said Tan Sri Dr Ngau.

The tournament's mode of play was System 36 Stableford over 18 holes. The overall champion for the Men's category was CP Dato' Abdul Rahim Jaafar for Medal A and Zul Atman for Medal B, while the champion for the Ladies' category was Michelle Ting.

The champions...

Medal A

CP Dato' Abdul Rahim Jaafar

Medal B

Zul Atman

Ladies

Michelle Ting

The novelty prize winners...

Nearest To Pin (Hole #4)

Datuk Badlisham Ghazali

Nearest To Pin (Hole #15)

Chong Ching Cheong

Nearest To Line (Hole #5)

CP Dato' Ramli Din

Nearest To Line (Hole #10)

Tan Sri Dr Ngau Boon Keat

Bull Eye's (Hole #15)

Dato' Sri Rahim







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- Richminds Engineering Sdn Bhd
- Rimarisan Sdn Bhd
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Malaysian Food Manufacturing Group feeds 50 urban families



On 3 August 2019, the Federation of Malaysian Manufacturers Malaysian Food Manufacturing Group (FMM MAFMAG) launched the MyKasih 'Love My Neighbourhood' Food Aid Programme with 50 urban poor families from Program Perumahan Rakyat (PPR) Taman Seri Sentosa, Lembah Pantai, Kuala Lumpur.

Under the programme, each family receives a monthly allowance of RM 80 through their MyKad which they can use at participating retail outlets like Giant to purchase essential food items. This programme is in line with the Food & Beverage Manufacturers' aim to provide nourishment and improve the wellbeing of the B40 communities.

FMM MAFMAG volunteers from over 30 companies accompanied the families on their first shopping trip to purchase essential food items at Giant Sri Manja Superstore. Lembah Pantai Member of Parliament, YB Ahmad Fahmi Mohamed Fadzil, and FMM MAFMAG Chairman, Nirmalah Thurai, were present to officiate the event.

"Malnourishment among children particularly in low-cost flats in Kuala Lumpur is a pressing concern that needs to be addressed. A recent study by UNICEF on Urban Child Poverty highlights how child poverty in urban areas is linked to poor dietary habits, leading to the double burden of malnutrition – undernutrition and obesity," said Nirmalah Thurai during her welcoming address.

"As the food and beverages industry, we want to address this issue and provide children and their families with better options for healthier living. Together, our scale and reach allow us to offer a meaningful contribution and accelerate positive change," added Nirmalah Thurai.

In his speech, YB Fahmi Fadzil said, "Many children living in people's housing projects in the city lack proper nourishment as their parents struggle to get them through the day. We commend FMM MAFMAG for lending support to improve the wellbeing of communities in need through programmes like MyKasih's Food Aid Programme. Efforts like these are also aligned with the Government's aim to ease the burden of the poor families and reduce the cost of living by expanding on ongoing food bank programmes."



RM 50,000
Raised



50
Families
supported
with food aid



Lembah Pantai Member of Parliament, YB Ahmad Fahmi Mohamed Fadzil (second from right) observing the cashless purchase of essential items at Giant Sri Manja Superstore.



Lembah Pantai Member of Parliament, YB Ahmad Fahmi Mohamed Fadzil (six from left), FMM MAFMAG Chairman Nirmalah Thurai (fourth from right) and MyKasih Foundation Deputy Chairman, Jeffrey Perera (fifth from left) pose for a photo with FMM MAFMAG members and beneficiaries after their orientation at Giant Sri Manja Superstore.



Runners from DIALOG participated in the event.



A mock cheque was presented by Ministry of Health, Deputy Director-General of Public Health, Dato Dr Chong Chee Keong to MyKasih Foundation Deputy Chairman Jeffrey Perera.



A FMM MAFMAG volunteer helping a recipient choose a beverage item for her shopping cart.

About FFM MAFMAG

Established in 1984, FMM MAFMAG represents over 78 food and beverage manufacturing companies in Malaysia.

Over the years, FMM MAFMAG members have invested considerable effort and resources to promote healthier food choices through supporting the implementation of the Malaysian Healthier Choice Logo (HCL), taking significant steps to reduce sugar by reformulating existing products, as well as innovating to introduce healthier product options and those with lower sugar content.

In addition, the industry has also worked on providing clearer and more easy-to-find nutritional information through front-of-pack labelling, enabling Malaysians to make more informed food and beverage choices.



The MyKasih 'Love My Neighbourhood' Food Aid Programme was launched on 3 August 2019 where 50 recipients shopped for the first time, using their MyKad to make cashless purchases of essential food items at Giant Sri Manja.

Malaysia Quarries Association supports families with food aid



(Center) MQA Selangor & Kuala Lumpur Branch President Dato' Yap Soon Huat and (third from right) MyKasih Foundation Managing Director Evelyn Ho with the happy MyKasih 'Love My Neighbourhood' food aid recipients from Bukit Lagong, Sungai Buloh.



RM 200,000
Raised



200
Families
supported with
food aid

The Malaysia Quarries Association (MQA) Selangor / Kuala Lumpur Branch presented a cheque amounting to RM 200,000 to MyKasih Foundation during a dinner prize-giving ceremony on 8 August 2019 at the Tropicana Golf & Country Club in Selangor.

The association had raised RM 200,000 through their annual charity golf tournament to support low-income households with one-years' worth of food aid.

"Through our partnership with MyKasih Foundation, we are able to reach out to low-income families in locations where we operate and render assistance," explained MQA Selangor & Kuala Lumpur Branch President Dato' Yap Soon Huat.

200 beneficiary families from Bukit Lagong Sungai Buloh, Kajang, Semenyih, Gombak and Rawang will receive a monthly allowance through their MyKad which they can use at participating retail outlets to purchase essential food items.

A MyKad-based cashless distribution system ensures that charity funds are delivered in a targeted, secure, and transparent manner, directly to rightful recipients and used for their intended purposes.

Beneficiaries will be able to choose from ten different product categories, such as rice, noodles, cooking oil, eggs and others. This exercise restores dignity to the underprivileged by letting them choose the food items they need and paying for it themselves with their MyKad.

"The overall aim of the programme is to help alleviate the burden that underprivileged families have in putting food on the table. We appreciate that 100 percent of our contributions will be channelled in full to the beneficiaries and how efficient and transparent the

system is in accounting for how the funds are being utilised. We look forward to kicking off the food aid programme later this year," added Dato' Yap.



A recipient is happy to learn that condensed milk is one of the approved beverage items under the food aid programme.



Canned condensed milk is among the approved items which recipients can purchase.



Recipients sharing a trolley during the orientation as they select their groceries at Econsave Sungai Buloh.

“

I would like to thank MQA for choosing MyKasih as a beneficiary of its charity golf fundraiser. We are deeply touched by this kind gesture and we hope this will inspire your industry members to support our cause in the near future, in line with their respective corporate responsibility initiatives.

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



Contributing industry members from Malaysia Quarries Association presenting a mock cheque to MyKasih Foundation on 9 August 2019 at the Tropicana Golf & Country Club in Selangor after their charity golf tournament.

Vision screening for MyKasih students



A student from SK Balar having his vision assessed and corrected.

Rotary Club of Puchong Centennial (RCPC) has partnered with MyKasih Foundation to bring the Rotary Vision 20/20 Free Vision Screening and Spectacles Project to schools supported by MyKasih.

In August, the club conducted vision checks at DIALOG Tower in Petaling Jaya for 90 Orang Asli primary school students from SK Sungai Judah (Asli), Selangor, and SK Balar (Asli), Kelantan, after completing their KidZania Kuala Lumpur tour. Earlier in April, RCPC completed three vision screenings at SK Bukit Lanjan, SJKC Kerling and SK Kampung Tunku.



RM 15,000
Contributed



810
Pairs of eyes
screened to-date



160
Prescription
spectacles
distributed



Rotary Club of Puchong Centennial (RCPC) took the opportunity to screen the students of SK Balar at DIALOG Tower after their trip to KidZania. The students travelled over 300km from the interiors of Gua Musang, Kelantan.



Vision impairment can be frustrating for anybody and would affect a child's focus and attention in the classroom. We are grateful to the Rotary Club of Puchong Centennial for partnering with us on this project. We hope will this effort will help our student beneficiaries learn more effectively and do well in their studies.

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

To-date, a total of 810 students have had their vision screened and 160 prescription spectacles were distributed to those who needed them.

Headmaster of SK Balar, Abdul Hadi bin Sulaiman, was surprised to discover that more than half of his students who were screened by the opticians on 27 August needed spectacles.

"I am shocked to learn that so many of my students needed spectacles! I am now very concerned for the other 200 students back in Kelantan who have not had the opportunity to be screened," said Abdul Hadi.

SK Balar is a rural Orang Asli primary school located in the inner recesses of Pos Balar, a 4-hour drive through rough terrain from the town of Gua Musang, Kelantan. The students who hail from the Temiar Orang Asli villages of Pos Balar and Pos Belatim do not have the luxury of learning aids such as spectacles. 130 SK Balar students are currently being supported through the MyKasih 'Love My School' bursary programme, jointly funded by LINACO Group and MyKasih Foundation.

Another five MyKasih-supported schools are set to participate in the screening project which will conclude in October 2019.



Students needing prescription glasses get to choose their own frame.



Representative from SK Balar's bursary programme donor, LINACO's CSR Strategist Koong Hui Yein, chatting with the students.



Trying on a pair of spectacles for size.



SK Balar students and teachers posing for a photo in DIALOG Tower after their vision screening.

Waste not! Recycle For Life!

Recycle for Life

by cenviro

Sekolah Kebangsaan Bukit Lanjan (Asli) Damansara Perdana in Selangor, a primary school adopted by DIALOG Group under the MyKasih 'Love My School' bursary programme, had their first recyclable waste collection on 31 July 2019.

Under the 'Recycle for Life' (RFL) programme, teachers, parents and students brought recyclable wastes to the school which were collected by an independent waste collector, Teknitek.

Armed with a handheld device, Teknitek loaded the cash value earned into the RFL smartcard of the individual recyclers (cardholders). The total collection that day came up to RM212 from 385kg of recyclable wastes!

'Recycle for Life' (RFL) is a recycling programme that rewards cash through the use of a smartcard, similar to the ones which the student beneficiaries are using under the MyKasih 'Love My School' bursary programme. The main objective of the programme is to enhance the practice of waste segregation at source and recycling.

Conceptualised by Khazanah-owned Cenviro Group and DIV Services, a subsidiary of DIALOG Group, the RFL programme has rolled out to 90 schools with over 6,000 cardholders since 2016. Partnering with MyKasih Foundation, DIV aims to extend the RFL programme in all 100 schools currently under the MyKasih bursary scheme.



Students of SK Bukit Lanjan have been excitedly collecting recyclables since July 2019 to turn it into cash.



Other community members in Bukit Lanjan are also taking part in the recycling programme.



Cardboard boxes being weighed.



Community members and students bring their recyclable trash to the school once a month when the Cenviro collection truck operated by Teknitek drops by.



Recyclables are weighed and the ringgit value is loaded into the RFL smartcard.

“

Society in general is still a long way from changing our habits of reducing waste production at source. There is still so much single-use packaging making its rounds in our daily lives. As such, we are making this effort to ensure that end-of-life materials are recovered to be re-used.

On that note, I would like to extend my congratulations to the wonderful teachers, parents, and students of SK Bukit Lanjan on the successful start of the RFL programme in their community.

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



A receipt is given showing the ringgit value loaded into the card account.



The Recycle for Life smartcard is given to every student in SK Bukit Lanjan to instil in them from an early age the practice of recycling.

'Next to Normal' raises RM 130,000 for the Orang Asli Children's Education fund



Fourth from left, MyKasih Co-Founders Tan Sri Dr Ngau Boon Keat and Puan Sri Jean Ngau on stage for a photo with the production team and cast of 'Next to Normal' together with MyKasih Foundation management team.

An emotionally-charged and energetic performance of 'Next To Normal' was staged on 21 July 2019 at Damansara Performing Arts Centre (DPAC) in support of MyKasih. Winner of three 2009 Tony Awards, including Best Musical Score and the 2010 Pulitzer Prize, Next To Normal explored how a suburban family struggles to cope with the effects of mental illness.

In addition to creating awareness about mental health, the musical raised RM 130,000 from ticket sales and donations from well-wishers which will go towards educational projects in Orang Asli communities.

The MyKasih Orang Asli Children's Education Fund was set up in 2015 by MyKasih Co-Founder Puan Sri Jean Ngau to support existing MyKasih Orang Asli schools with study camps, Back-To-School items, computer labs and robotics equipment, sports development programmes, educational field trips, as well as aquaponics edible garden projects.



RM 130,000
Raised



'Next to Normal' brought to light a serious social issue through the outstanding performance by a line up of talented cast.



Actor Peter Ong stealing the hearts of the audience portraying Dan.

DIALOG launches CSR Programme in Thailand



MyKasih Foundation Deputy Chairman Jeffrey Perera (far left) with the Thai recipients from Laksi district.

It has almost been one year since DIALOG expanded its CSR initiative to Bangkok, Thailand, where DIALOG Systems (Thailand) Ltd operates.

In collaboration with Bangkok's Laksi district office, the MyKasih food aid programme officially kicked-off last year in December 2018 in Laksi with 81 low-income families. The beneficiary families are those earning a combined household income of THB 12,000 per month.

Similar to the MyKasih food aid Programme in Malaysia, each family receives a monthly allowance of THB 500, which is deposited into their MyKasih smartcard account. The card is then used, much like a debit card, to pay for purchases of essential food items at a local provisions store in Laksi district.



Recipient families making their cashless purchases for the first time during the orientation at a grocery store.

“

We are blessed to be able to carry out our Group CSR initiatives where we operate. The MyKasih ‘Love My Neighbourhood’ is a flagship programme which the Group has been implementing in Malaysia since 2009.

Now, we are spreading the goodwill to communities surrounding our overseas operations. I would like to thank the DIALOG team in Bangkok and the Laksi District Office for their support in getting this programme off the ground. We plan to continue with this food aid programme to assist more families in need.

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

The Sekolah Bola Programme



Nurturing children through sports



15 students from SK Kampung Tunku with JDT U12 team after a friendly match at Padang Mawar, Pasir Gudang, Johor.

15 excited students from Sekolah Kebangsaan Kampung Tunku gathered in Johor one weekend in July 2019 to attend The Sekolah Bola Grassroots Visit Program - JDT 2019, sponsored by MyKasih Foundation in conjunction with the 'Love My School' scheme.

SK Kampung Tunku is a primary school located in Petaling Jaya, Selangor, where 100 students are currently supported with cashless bursaries under the MyKasih 'Love My School' programme.

The visit kicked off with an experience of a lifetime for SK Kampung Tunku's football team as they played a friendly match against the JDT U12 team at Padang Mawar, Pasir Gudang. The day after the game, the team visited Larkin Stadium.

“

We hope the visit inspired them to not just train hard, but to have lots of fun too. This is to ensure that they remain confident not just with football, but also when pursuing all their life goals on and off the field.

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



Permatang Pauh Women's Project celebrates achievements of women entrepreneurs



The Permatang Pauh Women's project proudly graduated 16 trainees in sewing, sponsored by JTI Malaysia.

36 women received certificates from their trainers on 24 August 2019 during a graduation ceremony graced by YB Nurul Izzah Anwar at Dewan Yayasan Aman in Permatang Pauh, Penang.

Under the Permatang Pauh Women's Project, 20 women were trained in post-natal confinement massage treatment by Tanamera Tropical Spa, while the other 16 were trained in sewing by Mostwell.

The main objective of the skills training and entrepreneurship programme is to empower the ladies to use their newly acquired skills to earn a living.

The sewing skills training programme by Mostwell started in November 2018, funded by JTI Malaysia, and since then, the women have been participating in bazaars and handicraft markets to sell their products while being mentored on their cottage businesses. As of August, at least 6 of the 16 women are now earning more than RM 1,000 – RM 1,500 monthly, while the others are earning RM 50 – RM 150 monthly as a supplementary income.

Moving forward, the 16 seamstresses will be fulfilling job orders from Tanamera Tropical Spa, such as producing 6,000 cloth bags for their spa gift packs.



Our gratitude to JTI Malaysia for supporting the sewing skills training programme in Permatang Pauh and our heartiest congratulations to all 36 graduates of the Permatang Pauh Women's Project! We hope more corporates will support these programmes to provide women from the B40 group with an opportunity to lift themselves out of poverty

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



RM 63,000
Contributed



16
Women trained
in sewing



During the graduation, the women showcased their products which they learnt to make during their training.



A total of 16 women are now trained seamstresses after attending the sewing skills training programme by Mostwell.

HSBC Bank Malaysia supports 'Future Skills and Entrepreneurship'



HSBC Bank Malaysia's Chief Operating Officer, Cyril Duffy (left), officiating the launch of their Sustainable Lifestyle Day at HSBC's headquarters in Kuala Lumpur on 5 August 2019.

22 women from MyKasih-supported communities of Sungai Buloh and Bukit Lanjan, Selangor, began their 6-month sewing skills training with SURJ Lifestyle in Bukit Lanjan on 14 September 2019.

Working in collaboration with social enterprise SURJ Lifestyle on the 'Green Jeans Community Project', MyKasih and SURJ will be empowering and training the women with sewing skills to upcycle pre-loved jeans or discarded denim into bags and other lifestyle accessories.

The overall aim is to help these women earn income and achieve financial independence, and at the same time, reduce textile waste from the fashion industry.

Co-Founder and Chief Executive Officer of SURJ, Salena Ahmad, said "This project aims to provide the women with skills and job opportunities. We have been blessed with 217 cartons of unsold jeans from Levi Strauss Malaysia and many other materials contributed from numerous donation drives. We intend to upcycle these materials into fashionable lifestyle goods inspired by local designers"

Also present that day were 10 staff from HSBC Bank Malaysia. They met with the programme participants and also got involved in the preparation of fabric to commence the first workshop.

Earlier on 5 August 2019, HSBC launched their Sustainable Lifestyle Day at HSBC's headquarters in Kuala Lumpur where MyKasih had a booth with SURJ to showcase the programme alongside two other exhibitors, KLOTH and Global Environment Centre.

HSBC staff witnessed the launch of a fabric recycling bin by HSBC Bank Malaysia's Chief Operating Officer, Cyril Duffy. As

RM 145,000
Contributed

22
Women trained
with future skills

CSR partners to HSBC, MyKasih's projects supplement HSBC's corporate sustainability objectives, focusing on their 'Sustainable Network & Entrepreneur', 'Future Skills' and 'Sustainable Finance'.

HSBC Bank Malaysia has been a long-time donor partner to MyKasih Foundation, having funded the MyKasih 'Love My School' student bursary programme, Orang Asli children's education, as well as Orang Asli community development initiatives through skills training and entrepreneurship in the areas of sustainable agriculture, livestock farming and handicraft.



HSBC staff viewing the products made by SURJ Lifestyle, a social enterprise which upcycles pre-loved jeans into bags and other lifestyle accessories.



Eager women from the Sungai Buloh and Desa Temuan community attended the launch, together with volunteers from HSBC and Sunway University.



Sunway University students volunteering to unstitch donated denims to prepare the fabric for sewing.

“

At HSBC, we recognise our wider commitments to the communities in which we operate and understand that economic growth must also be sustainable.

In line with our mission to building a sustainable future we focus our efforts on helping people develop the employability and financial skills they need to prosper in the modern economy.

Therefore we are very proud to support MyKasih and their objective to facilitate sustainable lifestyle; whilst providing financial opportunity and living skills for single and underprivileged mothers. We hope that our engagement with MyKasih will help improve the economic well-being of these groups, and further inspire them to build a sustainable future to support themselves.

HSBC Bank Malaysia Chief Executive Officer, Stuart Milne



One of the trainers assessing our participants sewing skills. The participants were taught the most basic sewing skills at the start of the programme.



Salena Ahmad, Co-Founder of SURI Lifestyle, briefing the participants of what the creative sewing programme is about and the entrepreneurial opportunities they have by going through the programme diligently.



Each participant has a sewing machine to work on. The training is very hands on, with close guidance from the coach as well as her dedicated trainers.

PROGRAM supports basic literacy for rural Orang Asli children



The Semai children of Pusat Didikan Komuniti (PDK) Sagong located in Betau, Pahang, posing for a photo in their learning center.

With funding support from Program Pertukaran Fellowship Perdana Menteri Malaysia ('PROGRAM'), five rural community learning centres in Raub, Pahang, and in Gerik and Sungai Siput, Perak, can now conduct their day-to-day educational activities for Orang Asli children.

This support would cover food rations for the students' daily meals, learning and teaching materials, as well as sports and play equipment, for the period of six months (September 2019 - February 2020).

MyKasih Foundation has been supporting Orang Asli community learning centers, or locally known as Pusat Didikan Komuniti (PDK), since 2016. These learning centres are located in rural areas throughout the country and are part of MyKasih communities currently or previously supported under the 'Love My Neighbourhood' food aid programme.



Representatives from Kampung Ulu Semul and Kampung Sagong making cashless purchases at Coop Mart in Sungai Koyan, Pahang, the nearest merchant.



RM 60,000
Contributed



5
Community
learning centers
supported



Kampung Sagong community members unloading groceries from a volunteer's truck. Usually, they will need to bring in the groceries using their motorbike.



Students of Pusat Didikan Komuniti Kampung Ulu Semul with their groceries for the month.

Due to the remoteness of these villages, the community initiated these informal schools to ensure that the children have access to basic literacy and at least be able to read, write and count.

Each of the five community schools, namely PDK Sagong and PDK Ulu Semul in Raub, PDK Kiwa and PDK Ong Jelmol in Gerik, and PDK Pos Piah in Sungai Siput, cater to 20-40 children between the age of 5 and 15 years. The students are taught English, Mathematics and Bahasa Malaysia by volunteer teachers from the community.

The funds are channelled in a cashless manner via the MyKad account of the supervising teacher or elected community member to be used for purchases of essential food items at the nearest participating merchant partner of MyKasih.



Volunteers from the village choosing essential food items from Coop Mart, Sungai Koyan, Pahang.

“

Our gratitude to PROGRAM for blessing us with this opportunity to render assistance and support meaningful community-managed initiatives such as these five community learning centres, where community members value education and understand its importance for their children's future.

With the support of donor partners such as LINACO, The Store Group, PROGRAM, as well as individual well-wishers, MyKasih is currently supporting a total of nine Orang Asli community learning centres through the MyKasih Orang Asli Children's Education Fund.

We hope more donors will come on board to support this initiative for children who are finding it difficult to access formal education

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

Strengthening the roar of the nation's indigenous sportsmen

Lanjan Tigers create history by hosting the first national edition of the All Asli under-12 rugby championships

The afternoon rain did not dampen the spirits of 10 to 12-year olds who were scrumming for the All Asli Rugby Champion title. Sekolah Kebangsaan Bukit Lanjan, an Orang Asli primary school tucked in an enclave in urban Damansara Perdana, Petaling Jaya, hosted the inaugural national-level "All Asli Schools Rugby Championship" on Sunday 29th September 2019 at the Desa Temuan community field.

It was indeed a historic moment for the indigenous communities of Peninsula Malaysia, as the event saw nine schools from Selangor, Pahang, Perak, and Kelantan sending their under-12 Asli rugby teams to participate in the rugby championships.

While rugby is a relatively new sport for the Orang Asli children who are traditionally more familiar with football or sepak takraw, some teams executed their game with confidence and impressive flair that demonstrated their consistent training in sports over the years.

The performance of SK Balar was also commendable as the underdogs, having travelled many hours from the rural interiors of Pos Balar, Gua Musang, Kelantan, to gain knowledge and experience from the exposure. It was indeed a proud moment for the coaches, who were caught exclaiming from the side-lines, "While they may be small in size, they can be very fast!"

DIALOG

“

Our involvement with this Orang Asli school over the years has shown that the children have the ability to excel, be it academically or in sports, provided that they are given the opportunity and support to do so.

With this promising future for the energetic students of SK Bukit Lanjan, DIALOG is proud to be able to support them as part of our CSR to give back to communities where we operate.

*Executive Chairman of DIALOG,
Tan Sri Dr Ngau Boon Keat*



The overall champion - SK Runchang from Pekan, Pahang.



Fit and fearless, he sprints for a try.

SK Bukit Lanjan hosted the inaugural national-level 'All Asli Schools Rugby Championship'.



RESULTS

ALL ASLI OPEN SCHOOLS		
CUP Category		
ACHIEVEMENT	SCHOOL	STATE
Champion	SK Runchang	Pahang
Runner-Up	SK Bukit Lanjan	Selangor
Third Place	SK Pos Bersih	Perak
Fourth Place	SK Iskandar	Pahang
PLATE Category		
ACHIEVEMENT	SCHOOL	STATE
Champion	SK RPS Dala	Perak
Runner-Up	SK Kinchir	Pahang
Third Place	SK Balar	Kelantan
Fourth Place	SK Tun Abdul Razak	Selangor
ALL ASLI SELANGOR SCHOOLS		
ACHIEVEMENT	SCHOOL	STATE
Champion	SK Bukit Lanjan	Petaling Utama
Runner-Up	Kuala Langat 1	Kuala Langat
Third Place	Kuala Langat 2	Kuala Langat
Fourth Place	SK Bukit Bangkong	Selangor

Although this was the first time SK Bukit Lanjan organised and hosted an All Asli rugby tournament, the school had previously organised a Selangor inter-district tournament which saw 24 teams participating from various schools, including those from elite private and international schools.

DIALOG and MyKasih have been key supporters of SK Bukit Lanjan's rugby team, the Lanjan Tigers, since their formation in 2015. This year, DIALOG allocated funds for the Lanjan Tigers to host the Selangor under-12 rugby tournament, to fund the Lanjan Tigers' participation in 12 tournaments throughout the year, and to organise a one-week rugby clinic for 11 Orang Asli schools in Selangor (which culminated in the All Asli Rugby Championship last weekend).

The steady progress and achievements of Lanjan Tigers have been noticed by the Malaysian Minister of Education, who met them in Putrajaya last year and inspired them to develop the sport further amongst their peers. A few Lanjan Tigers have already been selected to represent Selangor at state-level tournaments.



SK Balar from Gua Musang, Kelantan, in their first ever rugby competition.



Champion for the All Asli Selangor School category, SK Bukit Lanjan.

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,
Mutiara Damansara, 47810 Petaling Jaya,
Selangor Darul Ehsan, 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, company mailing address and details of main contact person.



TELEGRAPH 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, 47300, Petaling Jaya, Selangor Darul Ehsan.



CREDIT CARD

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

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.


Love My Neighbourhood

MyKasih Foundation would like to acknowledge its donors & partners

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Government Ministries & Agencies

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- Economic Planning Unit, Johor State
- Implementation & Coordination Unit Prime Minister's Department
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- 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
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- Kolej Komuniti Miri
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- National Population and Family Development Board
- People Systems Consultancy
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- SOLS 24/7
- The Indigenous Peoples Network of Malaysia (JAOS)

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- PACOS Trust
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- Rotary International (nationwide)
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- Sabah Women Action-Resource Group (SAWO)
- The Indigenous Peoples Network of Malaysia (JOAS)
- Yayasan Pasir Gudang
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CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



Food Aid & Household Items

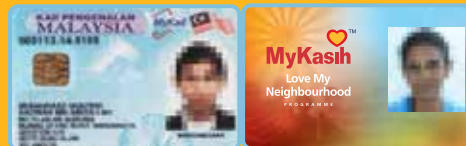


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