



MyKasih News

Bi-annual publication for MyKasih Foundation | Issue 32 | July - December 2021



Government's PRIHATIN KASIH Aid Pandemic Poor in Pilot Cashless Food Aid Initiative

Read full story from page 9...



KASIH JOHOR Provides Aid For Johor's B40 Community

Read full story from page 11...

What's

inside...

ISSUE 32 | JULY - DECEMBER 2021

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Front Cover:

Government's PRIHATIN KASIH Aid
Pandemic Poor in Pilot Cashless
Food Aid Initiative

- 03** Chairman's Message
- 04** Overview Of MyKasih
- 06** MyKasih Today
- 07** Board Of Trustees
- 08** MyKasih And The UN SDGs



- 09** Government's PRIHATIN KASIH Aid Pandemic Poor in Pilot Cashless Food Aid Initiative
- 11** KASIH JOHOR Provides Aid For Johor's B40 Community
- 13** DIALOG Helps Orang Asli Soar In Education Through empowerNCER MyKasih During The Pandemic
- 16** MAHB Reaches Out Via MYAirportCARES
- 18** Mitsubishi Upskills B40 With Online Skills Programmes
- 19** KHAZANAH Celebrates Merdeka With A Cause



- 20** PROGRAM Helps Asli Primary Students Return To School



- 21** Hess Malaysia Pledges Support For Underprivileged Families
- 22** Micron Gives Back In The Spirit Of Hari Raya
- 23** Micron & Rotary Donates To Families In Muar And Sungai Petani
- 24** Financial Industry Comes Together In Community Relief Programme
- 25** Western Digital Responds To MCO Aid Campaign
- 26** Linde Provides 900 B40 Families With Pandemic Relief
- 27** Touch N Go's Raya Initiative Gives 100 Single Mothers Relief



- 28** MBM Resources Spreads Goodwill Via Non-Profits
- 29** PROMAC Gives The Gift Of Nutrition
- 30** Make A Difference
- 31** Acknowledgments

CHAIRMAN'S MESSAGE



Dear Friends,

2021 saw the COVID-19 Movement Control Order (MCO) being extended from MCO2.0 to MCO3.0. As appeals for aid from B40 communities continue to flood in one disaster after another, we reached out to donors with the hope that they were not already pandemic-fatigued from 2020's challenges.

We are extremely thankful to our donor and merchant partners for collaborating with us to support families via our flagship cashless welfare programme. As we serve MyKasih beneficiaries during these difficult times, we truly appreciate the concerted effort of our partners in going the extra mile to ensure that the needs of communities in dire straits are efficiently met. These efforts are documented in subsequent pages of this newsletter.

We achieved a significant milestone in 2021. In June last year, MyKasih Foundation was engaged by Yayasan Hasanah to implement the Government's 'PRIHATIN KASIH' cashless food aid programme. To date, more than RM40 million worth of food aid has been distributed to 138,000 urban poor families nationwide.

Around the same time, the Johor State Government had engaged us to implement the 'KASIH JOHOR' cashless food aid initiative to support 300,000 of Johor's poor with a one-off RM200 allowance per family via the MyKad.

As we navigate through this recovery period that is still plagued with uncertainties, we continue to prioritise the safety and wellbeing of our staff and their families while reaching out to extend assistance to affected groups. In the 12 years since MyKasih's establishment, the last two years have been the most

challenging, yet most rewarding. We remain cautiously persistent in our pursuit to fundraise and execute programmes on behalf of our donor partners.

MyKasih has aligned its programmes with the United Nations' Sustainable Development Goals in meeting Agenda 2030. We take pride in our strategic partnerships - both at grassroots and at regional levels - in implementing structured community-based programmes supported by donor financing.

We are mindful of using our resources efficiently while capitalising on our partners' strengths to ensure maximum benefit for the most vulnerable of Malaysians. In short, we are happy to offer the use of our cashless welfare distribution system at no cost to any corporation keen to collaborate with us to aid the B40. Through targeted innovative cashless welfare distribution, we hope to also lower the carbon footprint involved in nationwide aid delivery.

Sustainability to us is meaningful interactions and interventions while avoiding the communities' dependency on charity. We carry out long-term food security and livelihood projects where suitable, and provide income-generating opportunities for those involved. With your concern, compassion and support, we can play our roles to help Malaysia build capacity to stay resilient during these unprecedented times as we work towards the national and global goal of zero hunger and no poverty.

We look forward to your continued support. And on that note, my wife and I would like to thank you for your trust in us, and for your concern and care towards those less fortunate.

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 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 RM1,500 and below. Recipients receive a monthly allowance of RM80 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...

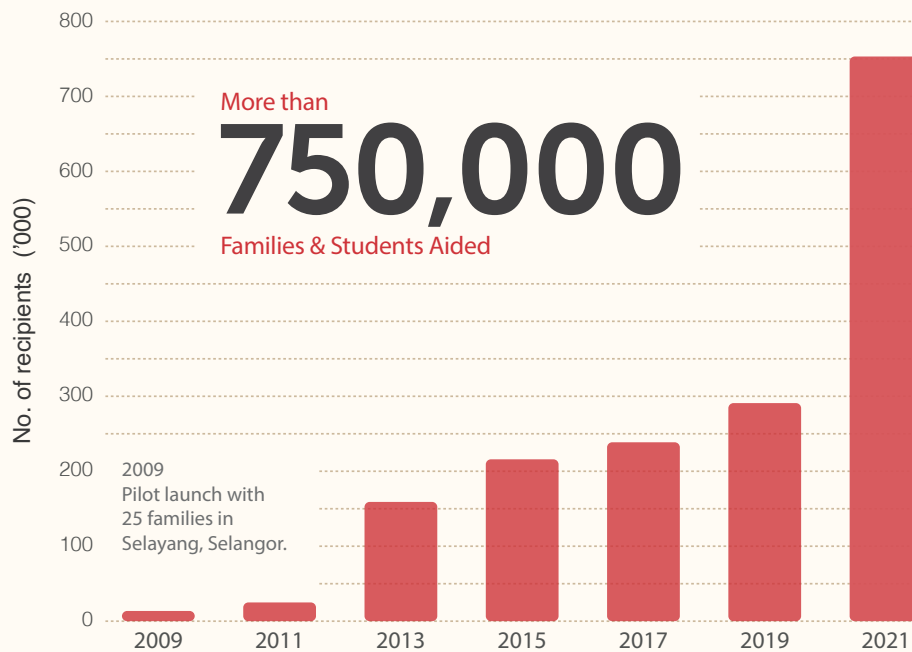
Under the MyKasih 'Love My School' bursary programme, students from economically-challenged backgrounds are given annual bursaries via a smartcard linked to their MyKad account to pay for meals at the school canteen and to purchase school books and stationery from the school bookshop.

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.



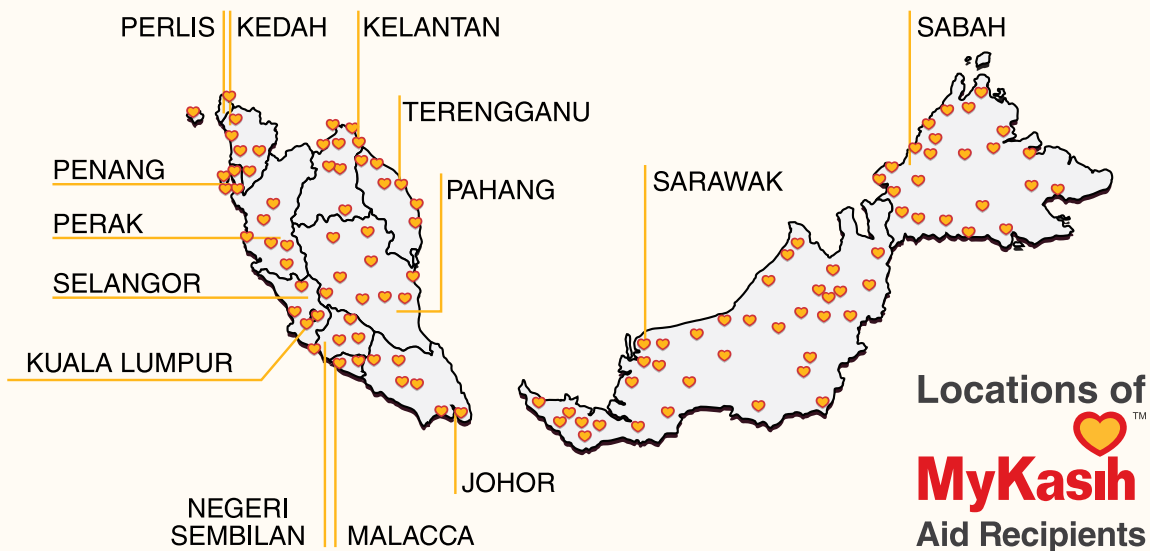
MyKasih Today

MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in 2009. By 2021, we would have channelled **RM380 million** via the MyKasih cashless payment system to more than **750,000 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.



Board Of Trustees



TAN SRI DR NGAU BOON KEAT
Chairman & Co-Founder



**TAN SRI DATO' SERI MEGAT
NAJMUDDIN BIN DATO' SERI
DR HJ MEGAT KHAS**



**TAN SRI DATUK DR REBECCA
FATIMA STA MARIA**



DATO HO KAY TAT



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**DATIN NAZRIN ANEEZA
BINTI NAZARUDDIN**



SITI KHAIRON BINTI SHARIFF

Vision & Mission

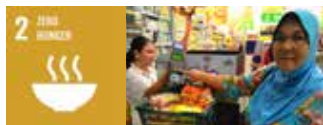
“ creating loving and caring neighbourhoods
through food aid and education ”

MyKasih And The UN SDGs

With the exception of Goal 6 (Clean Water & Sanitation), Goal 7 (Renewable & Clean Energy), Goal 12 (Responsible Consumption & Production) and Goal 16 (Peace, Justice and Strong Institutions), various MyKasih programmes are aligned with 13 out of the 17 SDGs as described below:



No Poverty: Our food aid, education and livelihood initiatives provide low-income households with opportunities to step out of poverty. With food on the table and children attending school or vocational studies, family members can participate in skills and entrepreneurial pursuits for a better quality of life.



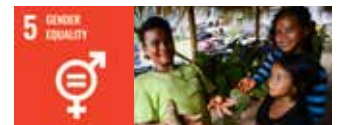
Zero Hunger: Our targeted cashless food aid and community food security projects ensure that families' basic need for food is met. Beneficiaries are given training in the relevant skills for decent work and gainful employment, which in turn translates to more income for household food expenditure.



Good Health and Well-Being: Good health and well-being are promoted through food aid, school sports programmes, community food security initiatives, as well as health screening. In partnership with local health departments, communities are given general screening which includes dental and vision checks, as well as cervical screening and mammogram.



Quality Education: Investments in Back-To-School necessities, computer labs, robotics equipment and school aquaponic edible gardens encourage digital literacy and STEM (Science, Technology, English and Mathematics) education among underprivileged students. Children in rural communities are also not left behind by way of 'jungle schools'.



Gender Equality: Gender equality is promoted by empowering young girls through sports and education, as well as providing women with the choice to manage household food budgets and the opportunity to gain new skills to earn a decent living.



Decent Work and Economic Growth: Our youth development programmes as well as skills training and entrepreneurial income-generation courses help our beneficiaries obtain decent work, thus contributing towards community resilience and nation-building.



Industry, Innovation and Infrastructure: Our MyKad-based MyKasih cashless payment system ensures that aid is delivered in an efficient, secure and transparent manner to targeted beneficiaries. We continue to innovate to ensure our welfare delivery methods remain relevant and useful.



Reduced Inequalities: Our programmes do not discriminate based on race, gender or people at-risk. In fact, our initiatives also include marginalised and vulnerable communities such as the indigenous peoples or low-income households who are affected or impacted by HIV & AIDS.



Sustainable Cities and Communities: Our work in building sustainable communities starts first with respecting and empowering the people of the land to determine for themselves the kind of projects and activities which would benefit them. The sense of ownership ensures continuity towards resilience and self-sufficiency.



Climate Action: Our innovative cashless welfare distribution platform leverages on retail partners to serve beneficiaries when they shop under the programme. This circumvents additional carbon footprint involved in traditional aid delivery (i.e. procurement, packing, storage and transportation). Other efforts include community farming, tree-planting, and recycling.



Life Below Water: For the wellbeing of communities most vulnerable to climate change, our efforts include protecting the ecosystems they depend on for food and livelihood. At the same time, conserving critical wetlands such as mangrove forests and seagrass beds which serve as buffers from storms and sponges for floodwaters.



Life on Land: Our food security and livelihood initiatives in rural villages focus on resource efficiency (recycling of biodegradables into compost) and sustainable food production, i.e. integrating short-term cash crops with long-term carbon sequestering rubber and fruit trees, as well as livestock cultivation.



Partnerships For The Goals: We work extensively with partners to achieve the above goals. Our stakeholders range from various government agencies and ministries, donors and retail partners, schools and their educators, NGOs and social enterprises, as well as research institutions.

Government's **PRIHATIN KASIH** Aid Pandemic Poor in Pilot Cashless Food Aid Initiative

In March 2021, Prime Minister YAB Tan Sri Dato Seri Haji Mahiaddin bin Haji Md Yassin announced the PEMERKASA stimulus package to assist those most affected by the COVID-19 pandemic.

PEMERKASA – or the People and Economic Strategic Empowerment Programme – includes various provisions for the urban poor and vulnerable groups under the Bantuan Rentan Bandar (Aid for Urban Vulnerable Group) initiative.

One of the efforts include the 'PRIHATIN KASIH' initiative which provides an allocation of RM100 million in cashless food aid to 300,000 urban poor households nationwide.

In June 2021, MyKasih Foundation was appointed by Yayasan Hasanah to implement the Government's PRIHATIN KASIH initiative, running on the unique technology of the MyKad to distribute aid in a targeted, efficient and secure manner.

Starting 1 July 2021, PRIHATIN KASIH beneficiaries received RM100 a month for a period of three months. The amount was credited directly into their MyKad account, which can then be used to purchase essential food items at the nearest participating retail outlet within their neighbourhood.

This initiative was timely and much needed to reduce the cost of living borne by those severely affected by the Movement Control Order (MCO).

PEMERKASA
Program Strategik Memperkasa Rakyat dan Ekonomi



RM100 mil
fund allocated



300,000
urban poor households aided

Led by



Supported by



Tackling Poverty : Cashless grocery aid via MyKasih programme

RM100 mil

RM100 / month
for 3 months

300,000 recipients from the
urban poor and hardcore poor
communities

Step 1

Recipient chooses basic grocery items needed



Step 2

Cashier processes payment using standard barcode



Step 3

Recipient makes payment using MyKad



Step 4

Recipient retains sales receipt to keep track of available balance in MyKad account.



PRIHATIN KASIH recipients proceed to a designated cashier counter equipped with EDC terminals to pay for their groceries using their MyKad.



Recipients are able to manage their spending and utilise the funds until the end of the year (December 2021).



Balance funds are carried forward to the following month and can be utilised together with the next disbursement.



(Left) Curry powder and other spices within the 'Seasonings' product category can be purchased under the MyKasih food aid programme.



(Above) A recipient walking out of the supermarket after paying for her groceries using her MyKad.



(Above) Finance Minister Tengku Zafrul sharing a light moment with the recipients as the cashier scans the food items being purchased under PRIHATIN KASIH.



(Right) Women, Family and Community Development Minister, Datuk Seri Rina Mohd Harun, observing the mechanics of MyKasih's cashless food aid programme at The Store in Pudu Plaza Kuala Lumpur.

KASIH JOHOR Provides Aid for Johor's B40 Community



Dato' Haji Hasni bin Mohammad, the Menteri Besar of Johor, presenting a mock cheque to MyKasih Chairman and Co-Founder Tan Sri Dr Ngau Boon Keat in support of the 'KASIH JOHOR' cashless food aid programme.


In November 2021, the Johor State Government launched the PRE Ihsan Johor 3.0 'KASIH JOHOR' cashless food aid programme to lighten the financial burden of 300,000 B40 households. The programme runs on MyKasih's cashless welfare platform via the MyKad.


MyKasih has 97 partner retail outlets throughout Johor (600 nationwide) where the beneficiaries are able to shop under KASIH JOHOR. Each selected household received RM200 via their MyKad account to spend on essential food items.

The State selected the beneficiaries based on a combined monthly household income of RM2,500 and below and number of dependents per household.

The Menteri Besar of Johor, YAB Dato' Haji Hasni Mohammad, attended a walkabout at Target Supermarket in Benut on 15 November 2021 to observe the cashless purchases of food items by the beneficiaries and receive first-hand feedback on the programme.

In Johor, MyKasih also works closely with Yayasan Pasir Gudang, Yayasan Pengerang and Yayasan Muafakat

 **RM60 mil**
fund allocated

 **300,000**
B40 families
in Johor aided

Pontian to execute their cashless food basket programmes for B40s in their respective communities.

Yayasan Pasir Gudang's Smart Food Programme is a year-long monthly food aid programme for 240 families which has been on-going since 2013. Similarly, Yayasan Muafakat Pontian's Smart Shopping initiative supports 50 families for a year.



A beneficiary selects her groceries from the list of approved essential food items.



Beneficiaries can pay for their groceries using their MyKad at the supermarket's dedicated counters.

To-date, MyKasih Foundation has delivered RM92 million worth of aid to Johor B40 households with support from the state government, as well as corporate donors such as DIALOG, Petronas, Yayasan Hasanah, Linde, Linaco, JTI, BAT and many others.



Dato' Haji Hasni bin Mohammad speaking with a recipient of KASIH JOHOR's cashless food aid programme.



Canned foods and beverages (including powdered versions) are some of the approved items for purchase under the food aid programme.



Once they have selected what they need to purchase, beneficiaries proceed to a dedicated MyKasih counter at the grocery store to pay for their items with their MyKad.

“

We are delighted to collaborate with the Johor State Government to execute and manage KASIH JOHOR. We are also equally grateful to our partner retail outlets who have been supportive and kind in dealing with the recipients. This is a meaningful initiative by the state to provide financial relief to the lower-income population who have had it tough these years since the pandemic. Johor has always been at the forefront of digitalisation, and cashless welfare distribution is one such effort they have embraced seamlessly.

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

Beneficiaries collecting their groceries after they have made their purchase using their MyKad.



DIALOG Helps Orang Asli Soar In Education Through *empower*NCER MyKasih During The Pandemic

DIALOG



RM3 mil
contributed



3,986
students in 19 schools
assisted through
*empower*NCER



Students from SK Batu Tujuh, Perak, with the harvests from their aquaponic edible garden.

DIALOG carries out its philanthropic corporate responsibility (CR) efforts through MyKasih Foundation. The bulk of its annual CR contribution goes towards educational support for students from B40 households, specifically those under the *empower* academic initiatives in the Northern Corridor Economic Region (NCER) and the East Coast Economic Region (ECER).

The MyKasih 'Love My School' student bursary programme complements the *empower* academic initiatives by focusing on the students' overall health and wellbeing. The initiative includes daily meals and schooling necessities, which the students can purchase using their MyKasih smartcard at their school canteen and bookstore.

As such, *empower*NCER MyKasih - a public-private collaboration between the Northern Corridor Implementation Authority (NCIA) and MyKasih Foundation - began in 2019 to provide rural Orang Asli students with access to 21st-century education.

In Perak, one of the three states in Peninsular Malaysia with the largest population of Orang Asli, NCIA partners with Universiti Pendidikan Sultan Idris (UPSI) to implement *empower* with a specific focus on basic literacy. The programme involves 900 students from SK Pos Kemar in Hulu Perak, SK Batu 14 and SK Batu 7 in Batang Padang, as well as SK Pos Legap and SK Pos Perwor in Kuala Kangsar.



With full funding support from DIALOG via MyKasih, the programme consists of four main components:-

- 1 Cashless food aid (bursaries) via the MyKasih smartcard.
- 2 21st-century classroom (computer lab equipment, internet connectivity and online learning modules such as i-Learn ACE).
- 3 EV2 LEGO Mindstorm and other robotic toolkits for Science, Technology, Engineering and Mathematics (STEM) education.
- 4 Aquaponic edible garden as an outdoor classroom to develop entrepreneurial skills and exposure to sustainable food production and financial literacy.



Student beneficiaries of the empowerNCER MyKasih academic programme in Perak.

The interventions have so far shown positive outcomes in terms of improved attendance, better academic performance, and an increased interest towards STEM education.

"In 2020, 400 laptops, projectors and printers were donated to 19 schools, including the above five Orang Asli schools. With the donated laptops, we hope to instil interest in the Asli students to learn and explore more extensively. This is one way to encourage school attendance because of the opportunity to study using digital technology," said Datuk Seri Jebasingam.

Prior to the COVID-19 pandemic, the UPSI facilitators mobilised into the Orang Asli villages to conduct literacy and numeracy classes. When the pandemic hit and schools had to close to prevent infections, UPSI trained 31 local Asli facilitators to continue the sessions within their respective villages.



When schools closed during the pandemic, UPSI facilitator Norfazlyna A/P Shaari used the laptops to continue providing lessons to the students in her village.



Students happily picking the harvests from their aquaponic garden.

empowerNCER MyKasih at a glance



19
schools in Perak,
Penang, and Kedah



3,986
students
beneficiaries aided

Programme outcomes



100%
Students' schooling
needs met (meals and
learning necessities)



100%
Asli students transition
from Year 5 to Year 6



84%
participation rate



61%
literacy rate (in reading,
writing and counting)

Virtual National Robotics Competition (VNRC) 2021

The Virtual National Robotics Competition (VNRC) was held on 24-30 September 2021 where 74 *empowerNCER* MyKasih students, including 10 Orang Asli students, participated for the first time. They were exposed to new experiences which hopefully will deepen their interest in robotics or engineering.

At the same time, an *empowerNCER* MyKasih secondary school, SMK Langkawi, qualified for the Robot Virtual Games (RVG) World Championship in November 2021, where they ranked 34 out of 52 participating groups within their category.



A SK Batu 7 student participating in the Virtual National Robotics Competition (VNRC) in September 2021.

Strategic Partnerships In Meeting The Goals

“

The synergy between NCIA, MyKasih, UPSI and JAKOA is important in providing underprivileged students access to quality education. Education is the only way they can build a better life for their families. Along that same vein, it has become our biggest hope that other organisations, especially the private sector, support programmes like this which aligns with the 12th Malaysia Plan to tackle poverty and provide for a more inclusive human capital development. NCIA will continue to collaborate with MyKasih through this *empower* programme for the benefit of Orang Asli communities.

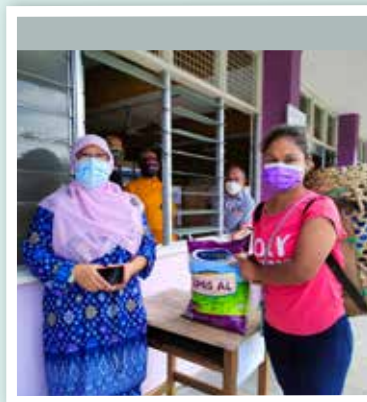
Northern Corridor Implementation Authority Chief Executive Officer, Datuk Seri Jebasingam.

Highlights...

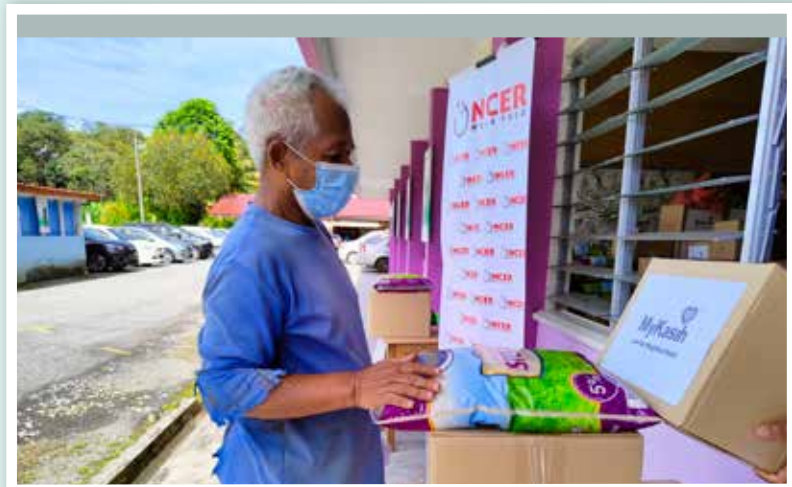


Nazira a/p Noli is a Primary Year 5 student of Sekolah Kebangsaan Batu 7, di Batang Padang, Perak, and one of the 900 Orang Asli participants of the *empowerNCER* MyKasih academic programme.

“I like the *empower* programme. The teachers are from the same Orang Asli community, which makes it easier for me and my friends to learn,” said Nazira.



When schools were closed, the canteen operators prepared RM150 worth of groceries for each student's family. Previously in pre-pandemic times, the students received a monthly allowance of RM60 via their MyKasih smartcards to pay for meals at the school canteen. Since students were not able to consume meals at their school during the pandemic, the cashless bursaries were used to prepare monthly food baskets instead.



A parent of a MyKasih student beneficiary, receiving food assistance from SK Batu 7, Batang Padang in Perak. He is one of the 1,600 families who received RM150 worth of food aid distributed by schools under the *empowerNCER* MyKasih programme to help low-income households cope during the pandemic.

MAHB Reaches Out Via MYAirportCARES



MAHB Managing Director, Dato' Iskandar Mizal Mahmood handing the mock cheque to MyKasih representatives.

A total of RM430,000, courtesy of Malaysia Airports Holdings Berhad (MAHB), has been channelled to 860 recipients from B40 households who fall below the RM3,000 monthly income bracket, as verified by Lembaga Zakat Selangor.

Each recipient received aid worth RM500 over the months of October to

December 2021.

Present during the launch of the #MYAirportCARES cashless food aid programme at KIP Kota Warisan in Sepang on 19 November were MAHB Managing Director, Dato' Iskandar Mizal Mahmood, and Ketua Jabatan Pengurusan Muzakki Lembaga Zakat Selangor, Ustaz Khairul Azhan Ahmat.



RM430,000
contributed



860
families supported
with food aid



Nutritious food, like eggs, is one of the approved items under the MyKasih food aid programme.

“

We are delighted to be collaborating with Malaysia Airports on their #MYAirportCARES corporate responsibility initiative which adopts the MyKasih 'Love My Neighbourhood' cashless food aid programme via the MyKad. We thank MAHB for this opportunity to work together and we look forward to reaching out to more communities in need via #MYAirportCARES.

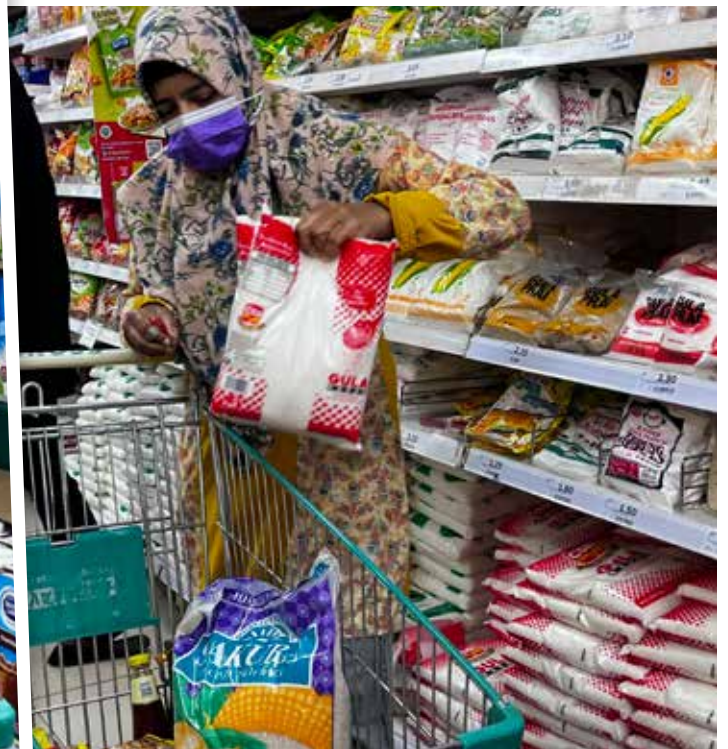
*MyKasih Foundation
Chairman & Co-Founder,
Tan Sri Dr Ngau Boon Keat.*



A cashier, trained in handling grocery purchases under the MyKasih food aid programme, starts to scan the food items selected by beneficiaries.



MAHB's Dato's Iskandar Mizal Mahmood helping a recipient bag her groceries after she had made the purchase with her MyKad.



(Left and above) Recipients of the MAHB funds filling their trolleys with sugar, rice, biscuits, and various other approved essential foods.

Mitsubishi Upskills B40 With Online Skills Programmes

From April to September 2021, Mitsubishi Corporation sponsored a series of online skills programmes specially curated for the B40 community.

A total of 53 programmes were offered over the three-month period, including courses on Impactful Presentation Skills for Business, How to Win a Job Interview, Assertive Communication at Work, Learn How To Develop a Positive Mindset, and How To Break The Cycle of Failure. Participants also learned digital skills such as mastering office tools e.g. Sheets, Docs, Slides, Gmail and Google Sites, while the Reading Series for Children was specially designed for primary school-aged students.

The skills courses were developed and conducted by SOLS 24/7 - a leading education provider for the poor - covering categories such as Communication Skills For Children And Youth, Career Progression, Dealing With Conflict, English And Communication For Adults, Job Readiness, Professional Skills, Digital Skills and Self Discovery.

These sessions were made available to those aged 9 years and above nationwide, although the primary target were youths and young adults who would need these skills in the job market. This initiative was an extension of Mitsubishi's support for Carey Island Community Empowerment Centre.



RM179,000

contributed



185

classes in 5 months



2,914

students completed the courses



Primary school students attending SOLS 24/7 skills course.



Participants from the B40 community attending an online course on 'Assertive Communication at Work'.



SOLS 24/7 provides skills courses for the poor which are open to those aged 9 years old and above nationwide.

“

When the pandemic struck and all forms of learning shifted online, we did not want the B40 community to miss out and get left behind. Together with MyKasih Foundation and SOLS24/7, we were able to reach out and provide the extra edge that would enable them to remain competitive in this world. We would like to thank MyKasih Foundation and all the teachers from SOLS.

Masashi Shiraishi , Chief Executive in Malaysia, General Manager, Kuala Lumpur Branch, Mitsubishi Corporation.

KHAZANAH Celebrates Merdeka With A Cause



In response to the COVID-19 pandemic which has impacted Malaysians in many ways, Khazanah Residency Programme (KRP), in collaboration with Kelab Sukan & Rekreasi Khazanah (KSRK), held their inaugural Khazanah Virtual Charity Hunt on 21 August 2021.

In the spirit of Merdeka Day, Khazanah contributed RM20,000 through the event to assist 200 families in need via MyKasih Foundation.

In addition, Khazanah Nasional once again selected MyKasih as a charity partner of the virtual Khazanah Megatrends Forum (KMF) 2021 on October 4-6. A total of 623 virtual forum attendees donated their RM30 door-gift e-vouchers to MyKasih Foundation, amounting to a meaningful sum of RM18,690.

Both funds are used to support B40 families in need under MyKasih's 'Love My Neighbourhood' cashless food aid programme.

RM38,690
contributed

387
families supported
with food aid



Some of the participants that attended the Khazanah Virtual Charity Hunt on 21 August 2021.



One of the events during the Khazanah Virtual Charity Hunt involved participants showing their Merdeka spirit.



Beneficiaries can choose their groceries among a range of selected brands under the approved list of essential food items.



Funds raised during the virtual Khazanah Megatrends Forum (KMF) 2021 were distributed to B40 families to be used for their grocery shopping under the food aid programme.

PROGRAM Helps Asli Primary Students Return To School



Orang Asli primary school students purchasing food at their canteen with the allowance disbursed to them via their smartcard.

Student enrolment for 2021 was significantly affected by the COVID-19 pandemic as some parents were reluctant to allow their children to return to school for fear of getting infected.

In May 2021, PROGRAM contributed RM200,000 to support a total of 278 students in two schools for the full 2021 academic year which has been revised from March 2021 to February 2022 due to the pandemic.

The MyKasih 'Love My School' cashless bursary programme resumed when schools reopened for physical classroom sessions. The Orang Asli students of SK Batu 14 in Tapah, Perak and SK Bukit Gemuruh in Bera, Pahang were able to draw on their individual allotted fund of RM60 per month using their MyKasih student smartcard at the school canteen and bookshop.

Both schools also restarted their aquaponic edible garden project which is used as an outdoor classroom for various subjects such as Science, Mathematics, English and Bahasa Malaysia, Living Skills, and Financial Literacy.

The schools are part of the 32 indigenous schools which MyKasih supports through 'Love My School'. In addition to student bursaries, the schools have also been equipped with computer labs, aquaponics edible gardens, robotics, sports equipment and the relevant software for 21st-century learning.



Students taking home their full cream milk powder.



RM200,000
contributed



278
students supported
with cashless bursaries
and STEM education



School is an integral part of children's lives and it presents us with an opportunity to make meaningful interventions with the hope of a brighter future for them. Through 'Love My School', we want to make sure that children, especially those from the low-income and vulnerable groups, are able to attend school and have access to all they need to keep up with their peers in the post-pandemic world. Thank you, PROGRAM, for investing in children and helping to ensure that they are not left behind.

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



A school teacher showing his student how to plant the seed in the aquaponic garden.

Hess Malaysia Pledges Support For Underprivileged Families



Representatives of eligible families with their purchased groceries using the funds disbursed to them.

In July 2021, Hess Malaysia pledged support for families in Kelantan through the MyKasih 'Love My Neighbourhood' MCO food aid programme. The energy company contributed RM112,000 to help some 200 families in Kampung Pasir Linggi purchase essential supplies for six months. Recipients used their MyKad to draw upon a monthly allowance of RM80 to purchase essential food items at a local supermarket.

This initiative was in addition to Hess Malaysia's support for the MyKasih 'Love My School' bursary scheme in Kelantan, which started in 2020 to help less fortunate students attend school without worry. The programme has benefitted close to 100 primary school students of SK Pasir Linggi.



Purchases of groceries are not limited to the larger supermarkets as MyKasih also partners with smaller marts and sundry shops that are more accessible to some communities.



RM112,000

contributed



200

families supported
with food aid



We recognise that essential aid has become a critical lifeline for many households impacted by the pandemic, especially following the imposition of the full MCO. In our aim to make a positive impact on the communities where we operate, we hope our involvement in this food aid programme can help tide the families over during this difficult time.

*Hess Vice President Asia,
Zhiyong Zhao.*



We are extremely grateful to Hess for responding to our campaign to aid the pandemic poor. Beneficiaries receive donations in full in a cashless manner via their MyKad and are able to exercise choice in what they need to purchase for their families. We hope other corporations will be inspired to use our cashless welfare platform, which we offer at no cost.

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



A thumbs up for Hess Malaysia.

Micron Gives Back In The Spirit Of Hari Raya

In conjunction with Hari Raya Aidilfitri in May 2021, the staff of Micron Technology Japan based in Hiroshima raised RM22,000 via online platform Benevity to support MyKasih's COVID-19 MCO food aid campaign here in Malaysia.

Each of the 220 beneficiary families in Kedah, Perlis and Penang, shopped for RM100 worth of groceries at MyKasih's partner retail outlets within their neighbourhoods.

Micron Malaysia earlier contributed RM144,000 in support of the 2021 MyKasih 'Love My School' student bursary programme in three schools – SK Padang Tembak (Georgetown, Penang), SK Bukit Indera Muda (Permatang Pauh, Penang), and SK Parit Jawa (Muar, Johor).

Due to the extended COVID-19 MCO, schools remain closed for the most part of 2021. The 200 student beneficiaries in those schools will be able to receive RM720 each in cashless bursaries (RM60 monthly) once school re-opens.



RM22,000

contributed



220

families supported with food aid



At the dedicated check-out counter to pay with her MyKad.



Trolleys filled with the groceries beneficiaries needed, purchased using the MyKad.

“

We would like to thank Micron Malaysia for connecting us to their colleagues in Japan, and for allowing us to spread their goodwill to Malaysian families in need. 100 percent of donations are channelled in full to targeted beneficiaries which goes a long way in providing relief to low-income households who are still struggling to make ends meet. Thumbs up to Micron Technology Japan for this kind gesture!

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

Micron & Rotary Donate To Families In Muar And Sungai Petani



A rotarian and representative from MyKasih with recipients of the cashless food aid programme.

Micron, in collaboration with the Rotary Clubs of Muar and Sungai Petani, contributed RM143,750 to support 575 families spread across two locations in the states of Johor and Kedah.

These contributions were done via the MyKasih 'Love My Neighbourhood' cashless food aid programme, where each eligible family was given a one-off RM250 to aid their recovery from the impacts of the COVID-19 pandemic.

With the RM250 disbursed through their MyKad accounts in August 2021, 375 families in Muar and 200 families in Sungai Petani were able to re-stock their household supplies with basic food provisions purchased from participating neighbourhood retail outlets.



Rice and cooking oil are among the approved essential food items available for purchase under the food aid programme.



RM143,750
contributed



575
families supported
with food aid



At Micron, we highly value people and innovation, which was how we identified so well with MyKasih's 'Love My Neighbourhood' cashless food aid programme. The cashless yet secure nature of the MyKad system gave us the confidence that every cent of our financial contributions for those in need during these unprecedented times would be accounted for and disbursed efficiently. Thank you to MyKasih Foundation as well as the Rotary Clubs of Muar and Sungai Petani for facilitating the entire process and we hope our small gesture can go a long way in helping people during the COVID-19 pandemic.

*Amarjit Singh Sandhu,
Corporate Vice President
and Country Manager,
Micron Malaysia.*

Financial Industry Comes Together In Community Relief Programme

In July 2021, several financial institutions came together to provide relief to families adversely impacted by COVID-19 across Malaysia.

In a collaborative initiative with the Financial Industry Collective Outreach (FINCO), RM411,551 was raised and channeled to 1,007 families nationwide through MyKasih's cashless food aid system. With support from FINCO schools and its educators, beneficiaries

identified include students' families from the B40 group as well as households whose monthly income has been disrupted by the pandemic.

Among the financial institutions that donated to this cause include AIA Berhad, Allianz (M) Berhad, CIMB Bank Berhad, Deutsche Bank, Maybank Berhad, Malaysian Industrial Development Finance Berhad (MIDF), OCBC Bank and Standard Chartered Bank.



RM411,551

contributed



1,007

families supported with food aid



The MyKasih cashless food aid system allows beneficiaries to select from a variety of essential food items.



For security, beneficiaries are required to key a 6-digit PIN number to complete their purchase.



Beneficiaries are able to choose when they want to shop at their convenience.

FINCO

The Financial Industry Collective Outreach (FINCO) is a collaborative initiative pioneered by financial institutions in Malaysia with the guidance of Bank Negara Malaysia to provide underprivileged children and youth with the guidance and educational tools they need to achieve their life goals. FINCO seeks to achieve these objectives through the collective development of flagship programmes in English Proficiency and Life Aspiration and Financial Literacy, as well as coordinated efforts on Disaster Relief and shared programmes supported by individual financial institutions.

- www.finco.my
- [finco_my](https://www.instagram.com/finco_my)
- [fincomalaysia](https://www.facebook.com/fincomalaysia)
- [company/fincomy](https://www.linkedin.com/company/fincomy)

Western Digital Responds To MCO Aid Campaign

Western Digital contributed USD50,000 (RM200,500) to support 333 families in Penang, Johor, Selangor and Sarawak via the MyKasih 'Love My Neighbourhood' cashless food aid programme.

Each family received RM100 per month for a period of six months from September 2021 to February 2022 to purchase food supplies as they recover from the impact COVID-19 pandemic has had on their lives.

MyKasih Foundation Chairman and Co-Founder, Tan Sri Dr Ngau Boon Keat, said, "We are thankful that Western Digital responded to our appeal for help. We hope more companies and other well-wishers will be inspired to do the same."

Western Digital.



RM200,500

contributed



333

families supported with food aid



Groceries being scanned at the dedicated check-out counter for MyKad purchases.



Condensed milk is one of the approved essential food items purchasable by beneficiaries of the food aid programme.

“

With the unprecedented impact of COVID-19, Western Digital understands many of the NGOs that provide vital services to communities are struggling to meet intensifying demands with limited resources, all while keeping their employees safe. As a valued community resource, we are pleased to support MyKasih's post-MCO food aid programme. It is during these times we are most grateful to our partners who continue to serve and uplift our most vulnerable communities. Thank you for your commitment and we hope this gesture of support will help as we work together in solidarity.

Milissa Bedell, Western Digital's Director of Global Giving & Doing.



Beneficiaries with their groceries purchased with the funds disbursed to them using their MyKad.

Linde Provides 900 B40 Families With Pandemic Relief



Cashiers of partner supermarkets have been trained to process MyKad payments.



RM87,000
contributed



900
families supported
with food aid



Thank you, Linde, for responding to our MCO food aid campaign with compassion. I hope we remain resilient and look out for one another during these challenging times.

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

Responding to MyKasih's campaign to support B40 families affected by the pandemic, Linde contributed RM87,000 towards the 'Love My Neighbourhood' cashless food aid programme.

In September 2021, the company reached out to 900 families from B40 communities located where Linde has their business operations. As an additional gesture of kindness, Linde employees sent e-greeting cards with positive messages to the beneficiaries.



MyKasih's food aid programme is designed to give beneficiaries the power of choice in selecting what they need, when they need it.



A beneficiary of Linde's contribution with her trolley full of groceries.



All beneficiaries receive a receipt of their MyKad purchases that details the amount used and the balance remaining in their MyKad accounts.

Touch N Go's Raya Initiative Gives 100 Single Mothers Relief



A single mother purchasing a much-needed amount of milk powder for her children using the funds from TNG.

In conjunction with Hari Raya Aidilfitri, TNG Digital Sdn Bhd, through their 'Tabung Kongsu Rezeki Raya' initiative, donated to five non-profits including MyKasih Foundation.

In July 2021, 100 single mothers from the B40 community of Johor were identified to receive Touch N Go's Raya gift. RM100 was deposited into each of their MyKad accounts to enable them to pay for food essentials at partner retailers nearest to them.

The RM100 cashless duit raya (Raya money gift) was much appreciated by the mothers, who could purchase consumables for their dependents.

RM10,000
contributed

100
families supported
with food aid



The cashless disbursement of funds to beneficiaries gives them the dignity of choice - the freedom and responsibility to purchase what they need, when they need it.



Trolleys being filled with the groceries the beneficiaries need.

MBM Resources spreads Goodwill Via Non-profits



Cheque presented by MBMR Chairman, Datuk Dr Aminar Rashid bin Salleh, witnessed by MBMR President & Chief Executive Officer, Muhammad Fateh Teh bin Abdullah and their Chief Financial Officer, Annie Chin Tze Fui.

On 17 December 2021, MBM Resources Berhad, an automotive group headquartered in Kuala Lumpur, donated RM60,000 towards the 'Love My Neighbourhood' cashless programme for B40 families.

The cheque was presented by MBMR Chairman, Datuk Dr Aminar Rashid bin Salleh. MBMR also made contributions that day to other charities including Great Heart Charity Association, The Lost Food Project, and Happy Bank Crew.

The cheque ceremony provided a great opportunity to learn about each other's work and we hope to be able to support one another as we serve communities in need.



RM60,000
contributed



120
families supported
with food aid



We welcome on board a new donor partner to MyKasih and are delighted by this opportunity to channel their goodwill to B40 families. We are prioritising those who have been affected by the floods and will be needing support when they clean up and repair their homes damaged in the aftermath. We look forward to doing more good work with MBMR in the future.

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



MBMR together with the other charities supported that day, namely Great Heart Charity Association, The Lost Food Project, and Happy Bank Crew.



Clothes detergent is among the various approved essential items listed under MyKasih's flood relief programme.

PROMAC Gives The Gift of Nutrition





MNZCC Vice Chairman, Dato' Michael Wong; MNZCC Committee Member, Richard Tankersley; Promac Enterprises Sdn Bhd Managing Director, Low Teik Yam; and MyKasih Foundation Deputy Chairman, Jeffrey Perera.

In October 2021, Promac Enterprises Sdn Bhd, a long-standing co-lead partner of the Malaysia New Zealand Chamber of Commerce (MNZCC), contributed RM10,000 worth of Promex Instant Full Cream Milk Powder.

The contribution was handed over to MyKasih Foundation to provide underprivileged children with nutrition.

40 cartons of 24 packets of 500g milk powder were subsequently delivered to Orang Asli communities and schools under MyKasih's support in November 2021.

 **RM10,000**
contributed

 **960**
packets of milk powder delivered



Orang Asli primary school students receiving their packs of Promac milk powder at school.

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-exempt.**

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

Donors

- Agility Logistics
- AIA Berhad
- Alliance Bank
- Allianz Malaysia Berhad
- Ambank Group
- Bank Rakyat
- BDO Malaysia
- BHPetrol
- British American Tobacco Foundation
- Bursa Malaysia
- Carlsberg
- Cenviro Sdn Bhd
- Chevron Malaysia
- CIMB Foundation
- CLSA Chairman's Trust
- ConocoPhillips Malaysia
- Deutsche Bank
- DIALOG Group Berhad
- ECONSAVE
- GCH Retail (Malaysia) Sdn Bhd (Giant)
- Halliburton Energy Services
- Hess Exploration and Production Malaysia B.V
- Heineken Malaysia
- Hong Leong Foundation
- HSBC Malaysia
- JT International Berhad
- Kajang Rocks Group
- Kertih Terminals
- Khazanah Nasional Berhad
- Linaco Manufacturing (M) Sdn Bhd
- Linde Malaysia
- Malaysia Quarries Association Sg KL
- Malaysia Airports Holding Berhad
- Malaysian Industrial Development Finance Berhad (MIDF)
- Mah Sing Foundation
- Manulife Holdings Berhad
- Maybank
- MBM Resources
- Michelle Symphony
- Micron Technology
- Mitsubishi Corporation
- Mubadala Petroleum
- Murphy Sarawak Oil
- MSIG Malaysia Berhad
- Mydin Mohamed Holdings Berhad
- New World Mart
- OCBC Bank
- PADINI Group
- Pengerang Independent Terminals Sdn Bhd
- Perisai Petroleum Teknologi Bhd
- Petron Malaysia
- PETRONITA
- Program Pertukaran Fellowship Perdana Menteri Malaysia (PROGRAM)
- Quill Capita Trust
- Roc Oil
- Rotary International
- Sapura Energy Berhad
- SC Johnson
- Shell Malaysia
- Shopee Malaysia
- Sime Darby
- SP Setia Foundation
- Standard Chartered
- Symphony Life Berhad
- The Malaysian Indian Transformation Unit (MITRA)
- TNT Express Worldwide
- Western Digital Corporation
- Yayasan Hartalega
- Yayasan Hasanah
- Yayasan Pasir Gudang
- Yayasan Petronas
- 99 Speedmart

Government Ministries & Agencies

- Central Bank of Malaysia
- East Coast Economic Region Development Council (ECERDC)
- Economic Planning Unit, Prime Minister's Department
- Economic Planning Unit, Johor State
- Implementation & Coordination Unit Prime Minister's Department
- 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
- Northern Corridor Implementation Authority (NCIA)
- Performance Management Delivery Unit, Prime Minister's Department
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government
- UMP Advanced
- UMK Business Ventures

Education & Training

- Agensi Kounseling dan Pengurusan
- JC Inai
- Kredit (AKPK) of Bank Negara Malaysia
- Kassim Chin Humanity Foundation
- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- Kolej Komuniti Miri
- Lifeworks Sdn Bhd
- Malaysian CARE
- Monash University Volunteers Programme
- National Population and Family Development Board
- People Systems Consultancy
- Pertubuhan Komuniti Kasih Selangor
- Universiti Tun Abdul Razak (UniRAZAK)
- SOLS 24/7
- The Indigenous Peoples Network of Malaysia (JAOS)

Partner Retail Stores

- AEON
- Boulevard Hypermarket (Sarawak)
- CKS Supermarket (Sabah)
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- Lotus Stores (formerly TESCO)
- Metamorf Supermarket (Klang Valley)
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
- Pasaraya Aktif
- Pasaraya Bilal (Kelantan)
- Pasaraya Ong Tai Kim (Klang Valley)
- TF Value Mart
- The Store (nationwide)
- 99 Speedmart

NGOs

- Center for Orang Asli Concerns (COAC)
- House of Hope (Penang)
- Jaringan Orang Asal SeMalaysia (JOAS)
- Kassim Chin Humanity Foundation
- Lions Club International (nationwide)
- Miri Dayak Association
- PACOS Trust
- PDK (nationwide)
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- Pertubuhan Ehsan Penyayang
- Pertubuhan Komuniti Kasih Selangor
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- Yayasan Pasir Gudang
- Yayasan Pengerang
- Yayasan Muafakat Pontian

CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



Food Aid & Household Items



Student Bursary



Public Transport



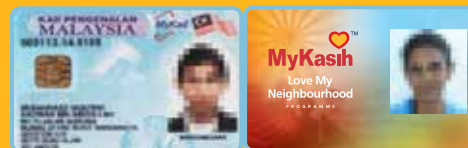
Fuel



Utility Bills



Medical



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