



MyKasih TM **News**

Love My neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH | ISSUE 1 | APRIL 2011



**Love My
Neighbourhood**

programme

www.mykasih.com

**Food Aid & Education Programme
To Help The Poor & Needy**

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Editor's note

Much has happened since the first pilot project in Selayang, Selangor, when MyKasih Foundation made a commitment to help destitute families through food aid. Beginning with a humble community of 25 families back in December 2008, MyKasih now has 7,300 families under its food aid programme nationwide and its growth is intensifying as the country is challenged to address poverty.

As the Foundation reaches out to more and more communities, we believe it would be timely to introduce the inaugural issue of our quarterly newsletter, MyKasih News, to give readers a glimpse into the various activities in our programme, especially the focus we place on skills training and education to develop a more sustainable approach towards poverty eradication.

This issue provides readers with a snapshot of the launches we have had this first quarter of the year, at the same time highlighting efforts of key partners such as the National Population and Family Development Board, Kassim Chin Humanity Foundation, AmBank (M) Berhad and Technip Geoproduction (M) Sdn Bhd.

What is also exciting to report in this issue is the launch of our Online Donation system via our website at www.mykasih.com.

Much more will be shared in upcoming issues of MyKasih News as we report on the MyKasih Foundation Charity Golf Event this coming June 5th 2011. We will also be featuring other key partners and the various initiatives we have jointly embarked on.

Admittedly, we are a young and energetic Foundation with much room for improvement. Do send us your feedback as we explore ways to better ourselves for the benefit of the under-privileged communities we have dedicated ourselves to helping.

Shafinaz Suhaimi
shafinaz.suhaimi@mykasih.com





Message from the Founders

As we bask in the warm spirit of giving back, I would like to express my sincere thanks and appreciation to all involved in supporting and making the MyKasih 'Love My Neighbourhood' programme a success that it is today.

The MyKasih programme began its journey of helping the poor and needy in December 2008 when we conducted the pilot in Selayang. We selected 25 recipient families to experience the food aid scheme by purchasing items with the use of MyKad (Malaysian national identity card) and not by receiving volunteers' hand-outs. For the next few months we waited, eager to find out how robust the system was.

Recipient families represented by their mothers used the MyKad to purchase staple food items approved under the programme at a participating retail outlet. During the course of the pilot, the system proved to be effective in channelling aid straight to targeted recipients. The scheme was well received by participants and they appreciated the choice of when and what to buy.

MyKasih's dignified manner of delivering aid was able to restore recipients' self esteem. Participants also felt that they were becoming part of a cashless society where using a card to pay for purchases in the past was unheard of.

In April 2009, we were ready to make the MyKasih programme official with the launch of our first MyKasih community in Selayang. It has been two years since, and MyKasih Foundation, supported by corporate and individual donors, is now helping more than 7,000 households all over Malaysia, including Sabah and Sarawak with their groceries shopping.

My wife Jean and I set up MyKasih Foundation to help families with impoverished backgrounds regardless of race or religion. The MyKasih programme is a long term commitment to providing food aid. While we help recipients cope with household expenses, we also endeavour to help all members of the families develop themselves, socially and economically. We all understand that economic development is related to skills and knowledge, which in turn, result from education.

Through MyKasih's rehabilitation efforts, programmes such as financial literacy and motivational workshops, income-generating skills training, children's tuition classes and basic health screening are aimed at improving their socio economic well-being.

We have many to thank for the support of the MyKasih programme. To our donors, our heartfelt gratitude for your generous contribution and believing in this cause.

Our sincere thanks and appreciation also go to individuals, NGOs, private and government bodies, as well as academic institutions such as the National Population and Family Development Board (LPPKN), Credit Counselling and Debt Management Agency (AKPK), the National Institute of Women Entrepreneurs of Malaysia (NAWEM), Sharmini Hensen, SISTAS Network, HELP University, University Kebangsaan Malaysia, Universiti Sains Malaysia, JB Polytechnic, City University, House of HOpe, Malaysian CARE, Lions Club, Rotary Club, Kassim Chin Humanity Foundation, MyHarapan Youth Trust Foundation, Human Dynamic, the Lincoln Resource Centre of the US Embassy, and many others, all of whom have helped ensure MyKasih Foundation remains holistic in its approach.

We are fortunate indeed to have on our Board Tan Sri Rashid Hussain, Tan Sri Dato' Seri Megat Najmuddin, Datuk Badlisham Ghazali, Mr Ho Kay Tat, Datuk Dr Rebecca Fatima Sta Maria, and Senator Dr Christopher John Back, who

ensure representation through diversity in terms of community development, innovation, awareness, governance and transparency. All the Board Members are immensely passionate about MyKasih and contribute a great deal towards promoting the efforts of the Foundation. We recognize the enormous responsibility we have placed upon ourselves in realizing a vision of establishing loving and caring neighbourhoods.

We welcome the second anniversary of the MyKasih programme with high hopes and it is with great pleasure that we present to you the inaugural issue of our MyKasih newsletter, 'MyKasih News'. Congratulations to all who participated in putting this bulletin together!

To our readers, the newsletter gives an overview of what the Foundation is about; its vision and mission, its approach, the technological innovation behind the food aid programme and of course, the dedicated people who have helped make the programme what it is today. Please do take some time to flip through the pages of MyKasih News.

As Christopher Reeves once said, "Once you choose hope, anything is possible".

It is our wish that the MyKasih programme will continue to give hope to more and more poor and needy families and be the turning point for a better future.

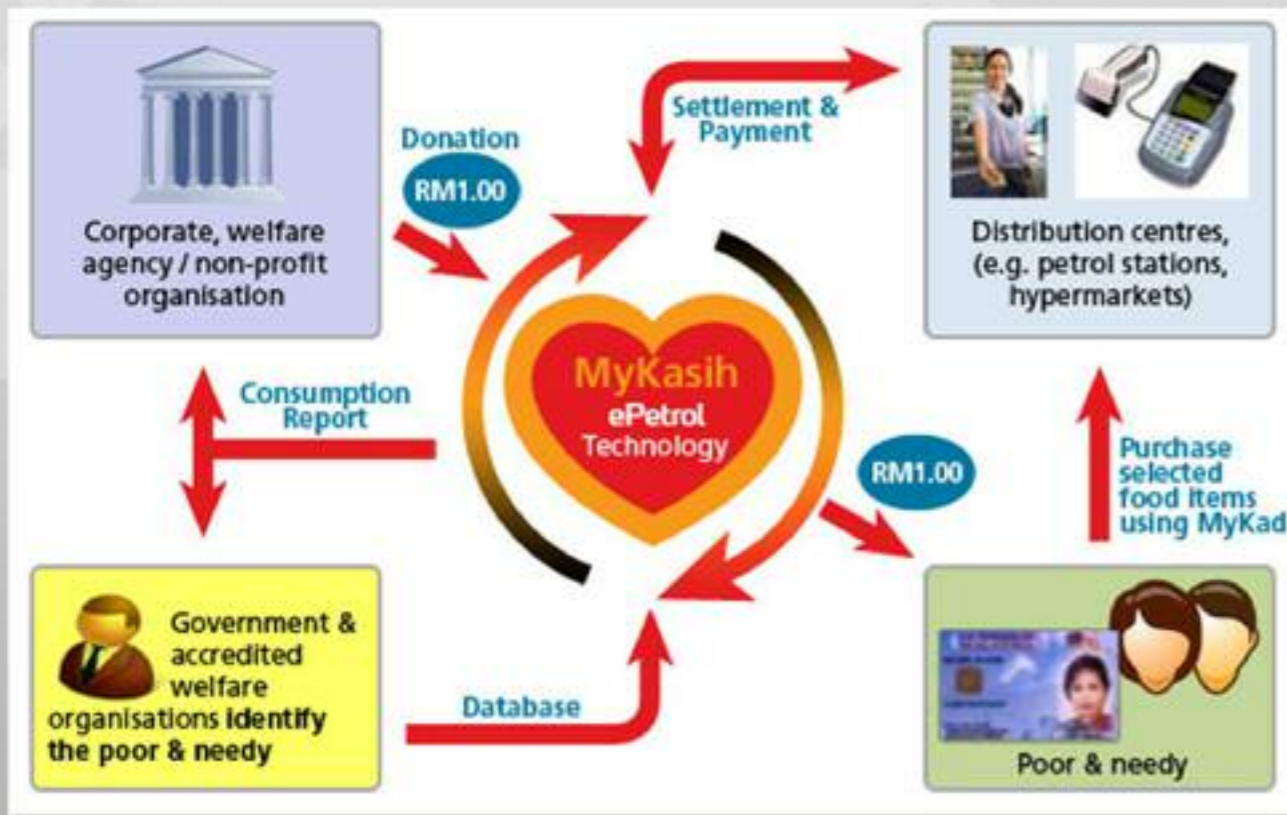
With sincere hope and gratitude,

Jean Ngau and Ngau Boon Keat
Founders of MyKasih Foundation



Prime Minister Datuk Seri Najib Razak launched MyKasih's food aid programme at an event held on November 9th, 2009, in Putrajaya

How MyKasih Works



How the MyKasih Programme works:

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

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

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

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

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

Technology and The Future of Welfare

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

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

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



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

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

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

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

MYKASIH FOUNDATION IS DEDICATED TO ESTABLISHING CARING COMMUNITIES UNDER THE "LOVE MY NEIGHBOURHOOD" PROGRAMME. IN ADDITION TO FOOD AID, MYKASIH WORKS WITH COMMITTED DONORS AND TRAINING PARTNERS TO DELIVER INTEGRATED PROGRAMMES TO LESS PRIVILEGED FAMILIES WITH THE MAIN AIM OF MOTIVATING AND EMPOWERING THEM TO ACHIEVE FINANCIAL INDEPENDENCE.

LOVE MY NEIGHBOURHOOD

Educating the poor and providing hope for a better future



MyKasih recipients put their fishing skills to the test and learn about the value of money during LPPKN's SMARTBelanja workshop.



LPPKN officers carrying out basic health services such as blood pressure checks as well as glucose and cholesterol tests.

MyKasih's recipients participate in activities such as health awareness and finance management workshops organized by the National Population and Family Development Board, locally known as Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN). LPPKN is an agency under the Ministry of Women, Family and Community Development of Malaysia with a mission to develop communities by focusing on strengthening family institutions.

"Our objective is to improve the quality of the population," says Director-General of LPPKN, Datuk Aminah Abdul Rahman.

"We work on population issues, reproductive health as well as family issues. LPPKN's strategy is to reach the young, the marginalised, NGOs, as well as the private sector. In working with MyKasih Foundation, we are able to channel our information to help poor communities under their food aid programme," said Datuk Aminah.

The finance management workshop, called 'SMART Belanja@LPPKN', teaches our recipients how to plan their monthly expenditure, understand the difference between needs and wants when purchasing, and how to identify good and bad investments.



Under Datin Elayne's tutelage in Pretty Petals, MyKasih recipient Hanisah binti Mohd Mokhtar learns a new skill - how to make a floral posy. Skills training such as this provides welfare recipients with the opportunity to earn a better living.

LPPKN also carries out health awareness programmes, called 'Program Nur Kasih', which comprises of informative health talks and interactive group discussions on the prevention and early detection of breast and cervical cancers, family planning, nutrition and healthy living.

The programme also includes basic health services such as blood pressure tests, body mass index checks, as well as glucose and cholesterol tests. In essence, MyKasih recipients are advised that maintaining a healthy lifestyle would go a long way in ensuring a better quality and more productive life. In simple terms, healthy people are able to work and earn a living.

"LPPKN is an instrumental partner for MyKasih. In 2010, LPPKN conducted 19 integrated programmes with welfare recipients of MyKasih. We hope to do more this year as the number of MyKasih recipients has grown tremendously from 3,685 families in December 2010 to 7,300 families as of April 2011", says Jeffrey Perera, CEO of MyKasih Foundation.

Much more needs to be done as we fulfill our responsibility as caring citizens. MyKasih is working with individuals, NGOs, private bodies, government agencies and academic institutions to deliver programmes that benefit recipients.

MyKasih Foundation Advisory Council

The operations and various initiatives under MyKasih Foundation are guided by an Advisory Council, who consist of members with substantial experience in both their professional and personal capacities. Several committees have been established within the Advisory Council to focus on specific activities, as summarised below:-



From left to right: Encik Mohd Fuad Ahmad, Puan Kamariah Hamdan, Ms Teresa Lau, Puan Nazrin Aneeza, Ms Oh Yoke Ching, Datuk Yaacob Amin, Datuk Zenorai Ramli, Dato' Mohamed Zakri Abdul Rashid, Datuk Danny Ooi, Datuk Oh Chong Peng, Dato' Anwaruddin Ahmad Osman, Puan Siti Khairon, Ms Millee Kassim, Datin Nik Ruziah, Mr Randhir Singh, Ms Uma Pushpanathan, Ms Lai Wai Keen

Fund Raising

- Help drive the development and implementation of meaningful fund raising events

Children's Education

- Guide the foundation on the development and implementation of tuition programmes for recipients' children

Skills Training

- Guide the foundation on the development of skills training programmes for recipients

Audit

- Guide the foundation on the development and implementation of internal controls that provide reasonable assurance of ensuring effectiveness and efficiency of operations (including safeguarding of assets), reliability of financial and management reporting and compliance with applicable laws, regulations and internal policies

Corporate Governance

- Help develop the foundation's corporate governance framework

Government agencies, universities and training institutions

- Engage with government agencies, universities, and other training institutions in the development of training programmes for MyKasih recipients

NGO Relations

- Engage with NGOs who are able to support the sourcing / assessment and training of families

Legal

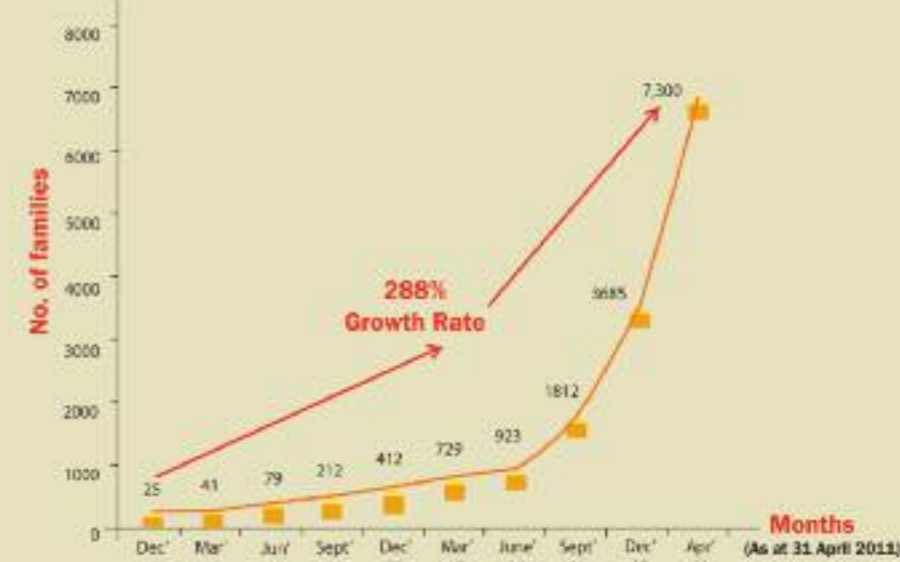
- Oversee legal affairs for the foundation

Volunteers

- Guide the foundation on the management of volunteer groups from donor organizations

Media Relations

- Oversee all media and communication affairs of the foundation.



MyKasih today

Since its launch in December 2008 with 25 families, the Foundation now reaches out to more than 7,000 households in over 70 locations throughout Malaysia, including Sabah and Sarawak. Today, more than RM 12 million has been contributed by over 30 corporate and individual donors.

Total Families	: 7,300
Total Dependants	: 43,800
Total Locations	: 75
Communities	: 83

Q1

MyKasih 'Love My Neighbourhood' Programme Launch, January - April 2011 LAUNCHES



Sandakan, 11th April 2011 with Ambank Group

Ambank-MyKasih Community Programme launched its second community in Sabah. The event took place in conjunction with the official opening of Ambank (M) Berhad's Sandakan branch new location by YAB Datuk Panglima Musa Haji Aman.

The Group's contribution of RM104,000 was presented by YBhg Tan Sri Azman Hashim, Ambank Group Chairman to MyKasih Foundation, witnessed by the Chief Minister and some members of the 100 recipient families of the programme.

Batu Caves, 5th April 2011 with Selia Group

"The use of Malaysian identity card as 'cash card' is an efficient way to distribute food aid. This also assures our entire contribution will go directly to help selected families purchase necessary food items", said Tan Sri Dato' Sri Subhan Jasmon, Chairman of SELIA Selenggara, SELIA Group.

SELIA Group, one of Malaysia's leading engineering and construction companies connects with its target recipients not only through food aid but also educational assistance. The Group by virtue of its educational arm City University, announced a bursary worth RM3 million to help deserving students pursue higher learning at the launch of MyKasih 'Love My Neighbourhood' in Batu Caves.

Present to receive SELIA's donation was Datuk Dr Rebecca Sta Maria, Director of MyKasih Foundation who was very proud to acknowledge that two of the scholarship award recipients were children of MyKasih programme recipient families. City University showcased programmes offered while students from its nursing faculty took the opportunity to organise a basic health screening.



Sungai Udang, 24th February 2011 with ConocoPhillips and DIALOG Group

As an equity partner of a refinery in Melaka, ConocoPhillips, a major integrated energy company with operations in more than 30 countries appreciated the opportunity to co-sponsor the MyKasih 'Love My Neighbourhood' programme with DIALOG Group. Selected families were those of a neighbourhood just down the road from ConocoPhillips' facility in Sungai Udang.

John Thornton, Chief Executive Officer, Asia Pacific Downstream of ConocoPhillips lauded the use of MyKad as a tremendously efficient and transparent way to distribute food aid.

"Limiting the use of funds to purchase only approved items will avoid general pitfalls that always concern potential sponsors of such schemes", he added.

DIALOG, an existing donor, added more families under its sponsorship. With a combined pool of RM105,600, the programme will help 100 families for the next one year to purchase food



at partner retail outlet, ECONSAVE. The retail group has been a strategic partner to MyKasih since 2010 and is supporting MyKasih communities in Kota Masai, Muar, Yong Peng, Sungai Udang and Sungai Buloh. Apart from that, the group also contributes funds as a donor partner.

Kuala Lumpur, 18th January 2011 with John and Edwina Thornton

MyKasih programme has attracted not only corporate donors but individuals from New Zealand, USA, Singapore, and most recently, an English couple, John and Edwina Thornton.

John Thornton, who is Chief Executive Officer of Asia Pacific Downstream of ConocoPhillips, said that "The transparency and accountability in the way MyKasih distributes food aid motivated my wife and I to be part of it. The rehabilitation programme for both parents and children of recipient families are a great boost to help them come out of the poverty trap in the future".

The Thorntons donated RM26,000 as a personal donation to MyKasih Foundation to sponsor 25 low-income households in Segambut.



A montage of MyKasih Foundation in Malaysian mainstream media...

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

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



A child's right to Education

EDUCATION IS A FUNDAMENTAL HUMAN RIGHT WHICH EVERY CHILD IS ENTITLED TO. IT IS CRITICAL TO OUR DEVELOPMENT AS INDIVIDUALS AND AS SOCIETIES, AND IT HELPS PAVE THE WAY TO A SUCCESSFUL AND PRODUCTIVE FUTURE.



Woman with a big heart. Miliee Kassim is the Executive Trustee of Kassim Chin Humanity Foundation and an Advisory Council Member of MyKasih Foundation.

The founders and trustees of Kassim Chin Humanity Foundation (KCHF) believe that education should be accessible to all. Education, especially at the elementary stage, is a fundamental right of a child, as enshrined in the Convention on the Rights of the Child.

Four years ago, KCHF started their first tuition centre in the low-cost flats of Puchong called Pangsapuri Enggang, which caters to 150 school-going children of all races from Primary Year One to Secondary Year Five. In the mornings during weekdays, the center serves as a day-care (tadika) that takes care of toddlers aged 3-6 years. On weekends, extra curriculum activities are organized for the children to interact and have fun.

To further encourage the students to perform, KCHF provides incentives in the form of laptops for those who score straight A's for critical exams such as SPM (Secondary Year Five).

“We operate in a very challenging environment”, says Miliee Kassim, Executive Trustee of KCHF and Advisory Council member of MyKasih Foundation.

“Gangsterism is rampant and the children are exposed to situations where high-risk behaviours can be easily picked up. We work very closely with Pure Life Society to counsel troubled teens, hoping to nip problems at the bud and ensure that the children are able to live life to their fullest potential”, Miliee explains.

As they come from low-income households, parents of these children have to work very hard to make ends meet. Most work six days a week and very long hours. KCHF works closely with MyKasih Foundation to provide food aid to those families in need. It is a synergistic partnership – MyKasih feeds the families, while KCHF educates the children.

MyKasih Foundation currently supports 100 families in Puchong and 100 families in Gombak under its food aid programme and there is a plan to include 50 more families this year.

As of April 2011, MyKasih has 7,300 families nation-wide within 83 communities in 75 locations.

“What we are attempting to do for our families is to throw them a life line and encourage them to take that first step to improve themselves”, says Jeffrey Perera, CEO of MyKasih Foundation.

“We impress upon them the importance of education for their children. When we ensure that children have access to quality education, we create a ripple effect of opportunities that impacts generations to come. Education enhances lives. It ends generational cycles of poverty and disease and provides a foundation for sustainable development”, he adds.

Tuition is provided free to the children and KCHF is on a mission to set up more centers.

On April 2, 2011, KCHF launched another tuition center in Pangsapuri Cempaka, Batu Caves, Kuala Lumpur. Registration forms for tuition classes were being circulated to residents and during the launch, Miliee Kassim informed that 100 students had already signed up. “Clearly we need more space!” she exclaimed.

At the launch, Miliee Kassim thanked the trustees of KCHF and acknowledged the good effort of community coordinators, Mr Gopi and Mr Logan, who were instrumental in collecting data of families in need.

KCHF now has 5 tuition centers – one in Puchong, one in Semenyih and three in Gombak. Two of those also operate as day care centers for toddlers to enable parents to work. With 400 children under KCHF’s tuition programme, the children have an opportunity to obtain solid education and a brighter future.

Focusing on children’s education is a more sustainable approach. Quality basic education better equips girls and boys with the knowledge and skills necessary to adopt healthy lifestyles and to protect themselves from sexually transmitted diseases. They will also find themselves in a better position to play an active role in social, economic and political decision-making as they transition to adolescence and adulthood.

Furthermore, educated adults are more likely to have fewer children as they are better-informed about family planning and appropriate child-rearing practices.

Not about to rest on her laurels, Miliee informed that KCHF is also planning to establish a regional vocational school in Kelantan for underprivileged children aged 15 years and above to provide them with skills they could apply when they seek work.

The Asian International Vocational Center will be built on a 26-acre piece of land located in Machang, Kelantan. This is a family owned land which will be donated to the Foundation. One of Malaysia’s renowned architects, Hijjas Kasturi, is spearheading the design and concept for this school together with his team of landscape architects. He will be overlooking the construction of this eco-friendly building complete with open space for the children to play and work.

Kelantan is one of the poorest states in Malaysia but geographically it is very strategically located near Thailand and other neighbouring ASEAN countries. This boarding center aims to empower its students with skills and a future career that will see them through their adult life. The three-year course will be adhering to the City & Guilds certification, one of the world’s leading vocational awarding bodies in United Kingdom. Courses will be conducted in English and there will be a one year compulsory English language course for all students.

Initially students from Cambodia, Myanmar, Laos, Vietnam, Philippines, Indonesia and Thailand will be selected as the alternative to school in these countries is often in foul conditions. Poverty in such countries forces excessive responsibility on the shoulders of children and hence why we are able to find a significant percentage of child labour.

KCHF hopes to be the forefront of global literacy efforts, keeping literacy high by providing basic education to children from impoverished countries. The foundation will offer education to these children in these communities so that they can transform this vicious circle of poverty into one that provides opportunity. Looking long-term, the Foundation hopes that graduates will be encouraged to help educate the next generation of disadvantaged children.

Kudos to KCHF for their admirable work!

About Kassim Chin Humanity Foundation

One of the main objectives of the Foundation is to dedicate its resources to setting up of institutions and facilities in providing education opportunity, healthcare and social services to the poor and needy regardless of nationality, age, sex, race or religion. These institutions and facilities will be imbued with the universal spiritual values of love, compassion, integrity and mutual understanding. The foundation is convinced that quality education can only be provided if equitable access to quality and lifelong education is provided to these children.

The Foundation’s approach to both the local community and wider society is through this International Vocational Centre. We wish to make positive contribution to the society at large and deliver benefits to the people, the business and to the community and to uphold our responsibility to the society with integrity and honesty. The foundation will be the movement that focuses on expanding access to education opportunity in the impoverished country.

Read more at <http://www.kassimchinfoundation.org>

Miliee Kassim can be contacted at miliee@kassimchinfoundation.com



Alia Ali (second from left), daughter of an Ambank-MyKasih recipient, emerged the winner of the colouring contest.

AMBANK GROUP PLAYED HOST TO CHILDREN OF AMBANK-MYKASIH RECIPIENT FAMILIES AND THEIR GUARDIANS AT DATARAN HUTSON IN ZOO NEGARA ON SATURDAY, MARCH 12 2011. THE OUTING WAS IN CONJUNCTION WITH AMBANK ENTERING ITS 25TH YEAR OF SPONSORING ZOO NEGARA'S DROMEDARY CAMELS AT RM 40,000 FOR YEAR 2010.

Children of Ambank-MyKasih recipients participating in a colouring competition.

The AmBank-MyKasih families from Cheras and Pandan Jaya participated in the event with 430 of the group’s employees and their families, where breakfast was also served to kick start the morning. While the families toured the zoo, re-painting of camels’ footprints by AmBank’s staff commenced.

Other than the ‘Repainting of the First and the Longest Camel Footprints in Zoo Negara’, the programme of the day included “Children’s Session with the Animals” and a “Children’s Colouring Contest”.

Ms Alia Ali, a MyKasih recipient’s daughter, was declared winner of the colouring contest with a few other children of MyKasih families taking home consolation prizes.

By late morning, everybody had gathered at Dataran Hutson to witness the presentation of a mock cheque by Tuan Syed Anuar Syed Ali, AmBank’s Head of Group Public Affairs to Dr. Mohamad Ngah, Director of Malaysian Zoological Society.

“The programme at the zoo is one of the many activities where AmBank staff are directly involved. It is hoped that this will strengthen the ties between staff and most importantly cultivate a sense of responsibility to contribute back to the society,” said Tuan Syed Anuar Syed Ali.

MyKasih sincerely appreciates AmBank’s commitment to help the less privileged. Not confined to food aid, the Group continues to involve their MyKasih families in its corporate social responsibility (CSR) activities such as this. It demonstrates AmBank’s willingness to reach out and engage with the community it impacts.



49 FAMILIES FROM LOW-INCOME HOUSEHOLDS OF TAMAN CENDANA, PASIR GUDANG IN JOHOR, GATHERED AT DEWAN TAMAN CENDANA ON A SATURDAY AFTERNOON OF MARCH 19, TO MEET WITH 18 REPRESENTATIVES FROM TECHNIP GEOPRODUCTION AND ASIAFLEX PRODUCTS.

Technip Talks Safety to Pasir Gudang Recipients

Technip's office in Kuala Lumpur and its flexible and umbilical manufacturing plant in Pasir Gudang, Asiaflex Products, organized a "Majlis Ramah Mesra dan Kempen Sayangi Diri Anda" function with the recipients of MyKasih food aid programme whom Technip has begun sponsoring since November 2010. The main purpose was to share safety information and to familiarize themselves with the recipients within the local landscape where the families reside.

Encik Mohd Jamin Mohd Isa, Vice President of Organizational Development, Technip in Asia Pacific welcomed everyone with a local *pantun* and introduced Technip.

"We strongly believe that safety is everyone's responsibility and we have a duty to prevent harm to ourselves as well as to our loved ones... I hope that at the end of today's event, you will take away with you some good information on how to keep yourself and your family safe" he said.

In line with their "No Plastic Bag" campaign, he also urged the families to reduce the use of plastic bags and instead opt for Technip's 3R canvas bags which were handed out to them earlier before the function began.

Chief Executive Officer of MyKasih Foundation, Mr Jeffrey Perera thanked Technip on behalf of the Foundation, for supporting the families of Taman Cendana over a two-year period under the food aid programme. He acknowledged Technip's commendable effort in reaching out to directly engage with its recipients through dialogue sessions such as this.

He added that Technip was exemplary in looking beyond food aid.

Encik Nazzair Nadimon, from Jabatan Keselamatan Jalan Raya, educating the children on road safety.



Safety Awareness Campaign

Danger lurks in every corner, even within one's haven – the home

During the session on "Home Safety", Encik Aziz Abdul Hamid who is Asiaflex Products' Health, Safety and Environment Manager, shared tips on how participants could minimize safety risks at home. Through newspaper clippings, he showed how actual accidents which occurred at home could have been avoided.

Interacting with the audience via eager young volunteers, Encik Aziz introduced the concept of being aware of their surroundings to minimize health and safety risks.

Another presentation on road safety, carried out by Encik Nazzair Nadimon, officer from Jabatan Keselamatan Jalan Raya (Department of Road Safety), used gory photos of torn limbs and actual videos of accidents captured by CCTV. Indeed pictures paint a thousand words and the message on safety could not have been delivered much more effectively.

He stated that Pasir Gudang unfortunately records the highest number of motorcycle-related accidents in Johor. He urged the community to be more responsible on the road and to observe fundamental traffic rules which would go a long way to saving lives.

He offered tips on how to avoid road accidents, such as proper vehicle maintenance and wearing the right safety equipment.



From left to right – Encik Aziz Abdul Hamid, Encik Mohd Jamin Mohd Isa, representatives from Asiaflex Products, and Encik Nazzair Nadimon.

Getting to know the families

Technip's MyKasih recipients having a good stretch... and a good laugh.

Mr Wui-Yeang Goon, Manager of Commercial Communications and Business Development Department, joins in on the fun. For the remainder of the afternoon, the participants were broken into groups where volunteers from Technip were able to talk freely and get to know one another.

This also allowed Technip to listen to feedback from the communities with regards to the food aid programme.



MyKasih and MUVP gives PSPK's Community Centre an uplift!

Article by Renga Sesinyi, MUVP.



Student volunteers from Monash University painting PSPK's community centre with vibrant colours to make it more attractive and conducive for school-going children of DIALOG's MyKasih recipients to attend tuition classes.

DIALOG Group supports 66 under-privileged families in Selayang, Kuala Lumpur, since 2009 under the MyKasih 'Love My Neighbourhood' food aid programme. As part of its commitment to help the families step out of poverty, DIALOG is supporting a tuition programme for school-going children in that community.

The students of Monash University and Sunway College University set themselves up to a challenging community project – to paint the PSPK Young Generation Tuition Center in Selayang, Selangor, in just five working days. Response was inspiring as 9 students from both universities got their hands dirty to show that indeed the youth can and do desire to give back to their community.

Organised by MyKasih Foundation and Monash University Volunteer Program (MUVP), Operation "PSPK Beautification Project" kick-started on Monday, March 14th, and continued on Thursday and Sunday, March 17th and 20th respectively. The painting project was a helping hand to the Association of Social Services and Community Development of Gombak District Selangor (PSPK), which had a community center in need of some uplifting prior to the launch of MyKasih's Tuition Program for 90 primary school children.

With the clock ticking away, the students put their hearts into the big challenge and finally completed the painting of the centre. The effort to make the project come to life was evident in the attitudes of all the students who participated.

"I decided it was time to give some of my time towards people who are a little less fortunate than as I am", said Sheng Feixiang Lim, a Malaysian student of the Monash University Business and Commerce school.

"Looking at the before-and-after pictures of the center just breathes satisfaction all round", he went on to add. Indonesian Monash Business student, Angel Merzalia, had a few words to add to that. "Since I have some time to spare, I thought it would be better for me to spend it in a way that will benefit people around me and the community. It made me feel happy because I was able to help and make some contribution to the community and also I feel proud of myself", said Merzalia.

Mylene Pacot, an intercampus exchange student in Monash from France, also shared the same sentiment. "After having painted the wall, I felt I had done something meaningful for the society and useful for the kids. I did the project because I think education is the most important thing you can give to a child. Offering good education to all is vital in creating a more equal society", Pacot enthused.

The Monash University Volunteer Program (MUVP) is a student founded and run organisation with strong goals to encourage the spirit of volunteerism, awareness and action among students of Monash University. Being the first of its kind to make such an impact to the Monash community, the organisation drafts willing students to use their skills and passion to help NGOs in their various community projects which range from teaching, daycare, donation drives and food kitchen assistance, administrative and marketing research projects; to even animal care.

Composed of a diverse group of local and international students from the surrounding nations of Asia, the Middle East, Europe, Africa and Australasia, the organisation which includes the executive committee and active volunteers, has doubled in numbers since its founding in March 2010.

Bursting with over 150 student volunteers, MUVP is currently working with MyKasih Foundation, the Muhajirin Rohingya Education Centre, Pertiwi Soup Kitchen, Kechara Soup Kitchen, Zoo Negara Malaysia, Women's Aid Organisation, Childline Malaysia, Shelter Home for Children, Dignity & Services, Agatha Shelter, and OrphanCARE.

For more information on how to volunteer with MyKasih, email info@mykasih.com.

Tuition classes underway for primary school children of the Selayang MyKasih community. Subjects being taught are English, Bahasa Malaysia, Science, and Mathematics.



EARTH HOUR



Volunteers lending Mother Nature a helping hand by planting mangrove seedlings in conjunction with Earth Hour.



Volunteers Mohd Adzil (top) and Megat Danial (bottom) planting mangrove seedlings in the mudflats of Kuala Selangor Nature Park.

Sticking to the fundamental objective of providing food aid to needy families, staff and volunteers of MyKasih Foundation participated in Earth Hour, a global environmental campaign, to better understand the linkages between environmental protection and food security.

It is becoming more and more evident nowadays how every aspect of life is interconnected. Global temperatures are escalating due to increased greenhouse gas emissions and the resultant change in climate is already showing through frequent unprecedented electric storms and flash floods happening throughout the country.

Global warming is the number one environmental dilemma facing humanity today and it is threatening our ability to produce sufficient food to feed our growing population. To add to that dilemma, food prices are soaring in tandem with rising energy prices. Millions of people worldwide are forced into poverty.

On 15 April 2011, the World Bank reported that food prices are now 36 percent higher than they were a year ago. This has already pushed 44 million people into poverty since June last year. A new World Bank study showed

that another 10 percent increase in global food prices could drive an additional 10 million people into extreme poverty.

Bearing this in mind, MyKasih Foundation, with the generous support of individuals and corporate donor partners, provides food aid to poor families through a subsidy programme using the MyKad (Malaysian national identity card) chip technology.

To-date, MyKasih Foundation has 7,300 families in 75 locations nationwide (including Sabah and Sarawak) under its food aid programme. At a time of surging food prices, the Foundation is challenged to feed more and more families who are pushed into poverty.

Earth Hour: Planting trees

Eight volunteers from MyKasih Foundation took some personal time off to plant mangrove seedlings in Kuala Selangor

Nature Park on March 26, 2011, in conjunction with the global environmental campaign, Earth Hour.

Covering an area of approximately 800 acres of secondary forest, mangrove forest, mud flats, and a man-made 25-acre brackish water lake, the Park's diversity is undoubtedly of high conservation value. It has shown to be sanctuary for many mammals and birds, including migratory ones which stop over to feed, roost and breed.

Mangrove forest is a unique ecosystem and their importance is wide-ranging. Mangrove areas generally enhance the availability of food in areas near the shore. Because of this and their ability to provide protection from predators, mangrove areas also function as significant spawning grounds for many fish species. The extent of mangroves is one indicator of the state of the coastal environment that will influence fish productivity.

Malaysia is blessed to be one of the 17 mega-diverse countries globally in terms of flora and fauna. Sadly, its forests are being cleared for development and as a result, wildlife diminishes and poverty amongst coastal communities prevails.

Shafinaz Suhaimi, Senior Manager of MyKasih Foundation, explained that protecting the mangrove ecosystem directly protects the livelihood of the coastal communities who are totally dependent on it.

"It makes sense to protect the environment if we are to ensure that there will be food on the table in the longer term for them and for us too", she said. When fish supplies diminish and are unable to satisfy demands of the market, prices will rise dramatically and this source of protein will be unaffordable to most.

Under MyKasih's 'Love My Neighbourhood' welfare programme, providing food aid serves as an entry point to help families take first steps towards improving their lives. A more sustainable and proactive approach would be to educate, create awareness and inculcate a sense of responsibility towards protecting the environment.

"We cannot address the issue of poverty without understanding vital linkages within the broader landscape – the environment and the people who are directly dependent on it. What is threatening our ecosystem threatens food production, and right now, global warming is it", says Shafinaz.

What better way to recognise this fact than by doing our small bit for Mother Nature through planting trees in conjunction with Earth Hour.

The tree planting event was organised by Technip Geoproduction, which saw 530 Rhizophora seedlings being planted by 70 of its employees.

"Technip believes in supporting projects that can help sustain social and economic life of the local communities and protection of the environment wherever it works and encouraging a fair return for all of its stakeholders", said Ly Tai Fong, a Senior Vice President for Technip in Malaysia who led the tree planting event.

Technip is a donor partner under MyKasih's 'Love My Neighbourhood' food aid programme and is currently supporting 50 families in Tanjung Langsat, Johor. In addition, the company is supporting a tuition programme in Taman Cendana for school-going children of its MyKasih recipients, focusing on critical exam years and core subjects such as English, Mathematics, Science, History and Bahasa Malaysia.

♥ Ways To Contribute

YOU CAN

MAKE A DIFFERENCE

CORPORATES

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

INDIVIDUALS

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

VOLUNTEERS

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

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

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

Donations can be made via:

1 CHEQUE

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

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

Individual Donor

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

Corporate Donor

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

2 TELEGRAPHIC TRANSFER

Name of Bank	AMBANK (M) BERHAD
Account No.	217-201-200645-9
ABA Swift Code	ARBKMYKL
Bank Address No.	30, 32 & 34, Jalan SS2/61, 47300 Petaling Jaya, Selangor, Malaysia.

3 CREDIT CARD

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

www.mykasih.com

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

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

* All donations are tax exempted.

MyKasih Foundation (865756-D)
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46350 Petaling Jaya, Selangor Darul Ehsan, MALAYSIA.
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MyKasih Foundation would like to acknowledge its donors and partners:

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A Welfare Programme *with a* Technological Difference



providing
aid for essential food items



creating
a brighter future

