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# MyKasih News

Love My Neighbourhood

A QUARTERLY PUBLICATION FOR MYKASIH FOUNDATION ISSUE 5 | APRIL 2013



***Dialog Group Berhad  
reaches out to the  
Orang Asli***

- full story on page 26



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## CHAIRMAN'S MESSAGE

© Elephant Lifestyle Quarterly / Barbaros Kayan

*Dear Friends,*

The first quarter of 2013 has been both challenging and rewarding. Since our inception in April 2009 with just 25 underprivileged families under the MyKasih 'Love My Neighbourhood' food aid programme, we are now providing aid to 90,000 recipients (est. 450,000 household members), out of which 6,130 are student beneficiaries of the MyKasih 'Love My School' bursary programme in 101 schools nationwide.

This impressive growth which began last year was possible thanks to all of our Donors and Retail Partners who have come on board to support us.

I am proud to announce that the Foundation has achieved another milestone this year. The Ministry of Federal Territories and Urban Well-being became the first Ministry to appoint MyKasih Foundation and adopt the cashless payment system to deliver aid to its 3,200 welfare beneficiaries via the MyKad.

We have also made inroads with the Selangor Zakat Board (Lembaga Zakat Selangor) and the Negeri Sembilan Islamic Religious Council (Majlis Agama Islam Negeri Sembilan). They too have adopted the MyKasih solution to enhance the efficiency in their existing welfare programmes, starting with pilot projects of 400 recipients in 8 locations and 300 recipients in 6 locations, respectively.

Our programme highlights include the launch of 5,500 new recipient families in Kuantan, Pahang, under PETRONAS' Sentuhan Harapan food aid programme and also PETRONAS' Sentuhan Kasih community outreach programme in Segamat, Johor, in conjunction with the Chinese New Year celebrations.

PETRONAS' earlier-adopted 4,900 beneficiaries will soon graduate after two years on the Sentuhan Harapan programme. A total of 700 of them are now participating in intensive skills training and entrepreneurship courses which will conclude by end of this year. We are truly grateful for this tremendous support from PETRONAS as it is in line with our mutual objective to help welfare beneficiaries achieve financial independence by providing them with opportunities to improve their wellbeing and quality of life.

Chevron Malaysia launched an education-focused community campaign with MyKasih in Penang, called Caltex Fuel Your School, to promote hands-on learning of Science, Technology, English and Mathematics in primary and secondary public schools. This is in addition to the ongoing Caltex Sew4Life sewing skills training programme and the Driving Change with Caltex campaign in support of the MyKasih 'Love My School' student bursary scheme.

Mubadala Petroleum's four-month entrepreneurship and income-generation programme for its welfare beneficiaries in Miri has finally concluded. We are extremely proud of the amazing results achieved by the participants, which they shared during a touching graduation ceremony. Kudos to the coaches and mentors for their dedication in empowering the participants to do better for themselves.

We hope you will enjoy perusing these pages and feel inspired to join us on this philanthropic journey to reach out to the vulnerable poor in Malaysia and help them carve a brighter future for themselves.

Warm wishes,  
**Ngau Boon Keat**  
Chairman & Co-Founder

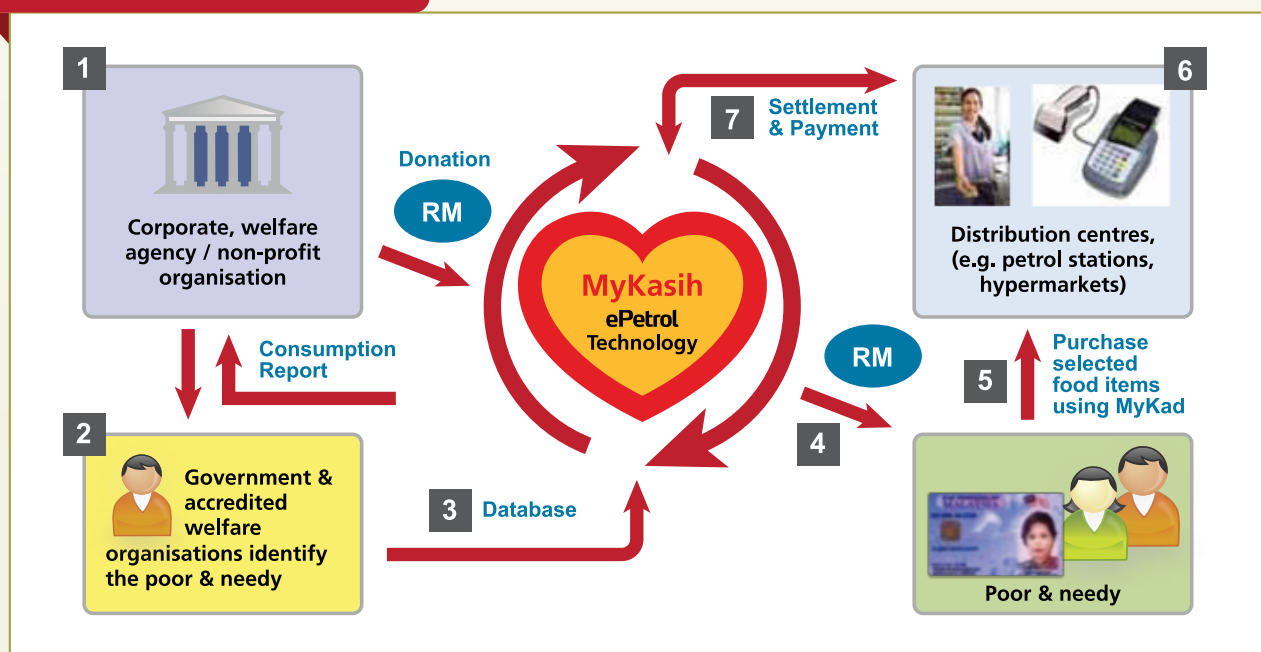
# Overview of MyKasih

Revolutionising charity through a systemised welfare management solution using the MyKad

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

The uniqueness of the MyKasih programme compared to other non-profit organisations doing food aid is in the former's technological edge in driving welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by ePetrol Holding, which uses the chip technology of the Malaysian identity card, the MyKad, to disburse welfare aid to target beneficiaries.

## How MyKasih Works



- 1 Donors or welfare agencies select preferred locations to adopt families under the MyKasih 'Love My Neighbourhood' food aid programme for a minimum of one year.
- 2 Welfare agencies and/or non-governmental organisations help identify and select needy families based on criteria to assess the eligibility of potential recipients, such as monthly combined household income, number of household members, age, etc. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- 3 Details of approved applications are keyed into the MyKasih Online Portal, where each family is required to nominate a recipient.
- 4 RM 40 is deposited into the recipient's MyKad account twice a month.
- 5 Recipients shop for essential goods from ten different product categories such as rice, noodles, bread, biscuits, eggs, seasoning, flour, cooking oil, canned food and beverages.
- 6 Recipients use their MyKad to pay with a limit of RM 80 a month. To guard against abuse, a unique bar-code scanning process at the point-of-sale ensures that only approved selected basic food items are purchased. To activate the payment transaction using the MyKad, recipients are required to key in a personalised 6-digit PIN. Upon a successful transaction, a receipt is generated which informs the recipient of his/her available balance for the next purchase.
- 7 ePetrol then administers the payments and sales reconciliation between MyKasih Foundation and the participating retail partner.

## MyKasih 'Love My Neighbourhood' Food Aid Programme

1 Recipient selects items



2 Cashier scans items



3 Recipient presents MyKad & keys in 6-digit PIN



4 Recipient keeps receipt to track expenses



## MyKasih 'Love My School' Bursary Programme

Similarly, student beneficiaries under the MyKasih 'Love My School' student bursary programme use their MyKad-linked student smartcard (MyKasih cards) to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information on how to help, visit [www.mykasih.com.my](http://www.mykasih.com.my).



1 Student selects food



2 Student presents MyKasih Card & keys in 4-digit PIN



3 Student keeps receipt to track expenses



- Donors select schools which they would like to adopt under the MyKasih 'Love My School' Bursary Programme.
- Selected schools will identify underprivileged students using qualitative and quantitative criteria to assess their eligibility. Application Forms for potential beneficiaries are submitted to MyKasih Foundation for Donor's approval.
- An account will be opened against selected students' MyKad into which a spending allowance of RM 30-40 will be deposited twice a month.
- Students shop for books and stationery items at the school bookstore or food items at the school canteen, and pay for their purchases using the MyKasih Student Smart Card.
- All students under the bursary programme are subjected to mid-term reviews of their academic progress in order to stay on the programme.
- ePetrol administers the payments and reconciliations between MyKasih Foundation and the school bookstore and canteen.



# Board of Trustees



DR NGAU BOON KEAT  
Chairman & Co-Founder



DATUK BADLISHAM  
GHAZALI



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



YBHG DATUK DR REBECCA  
FATIMA STA MARIA



HO KAY TAT



SENATOR DR CHRISTOPHER  
JOHN BACK



PUAN SITI KHAIRON  
BINTI SHARIFF



DATUK YAACOB  
BIN MD AMIN

# MyKasih Today

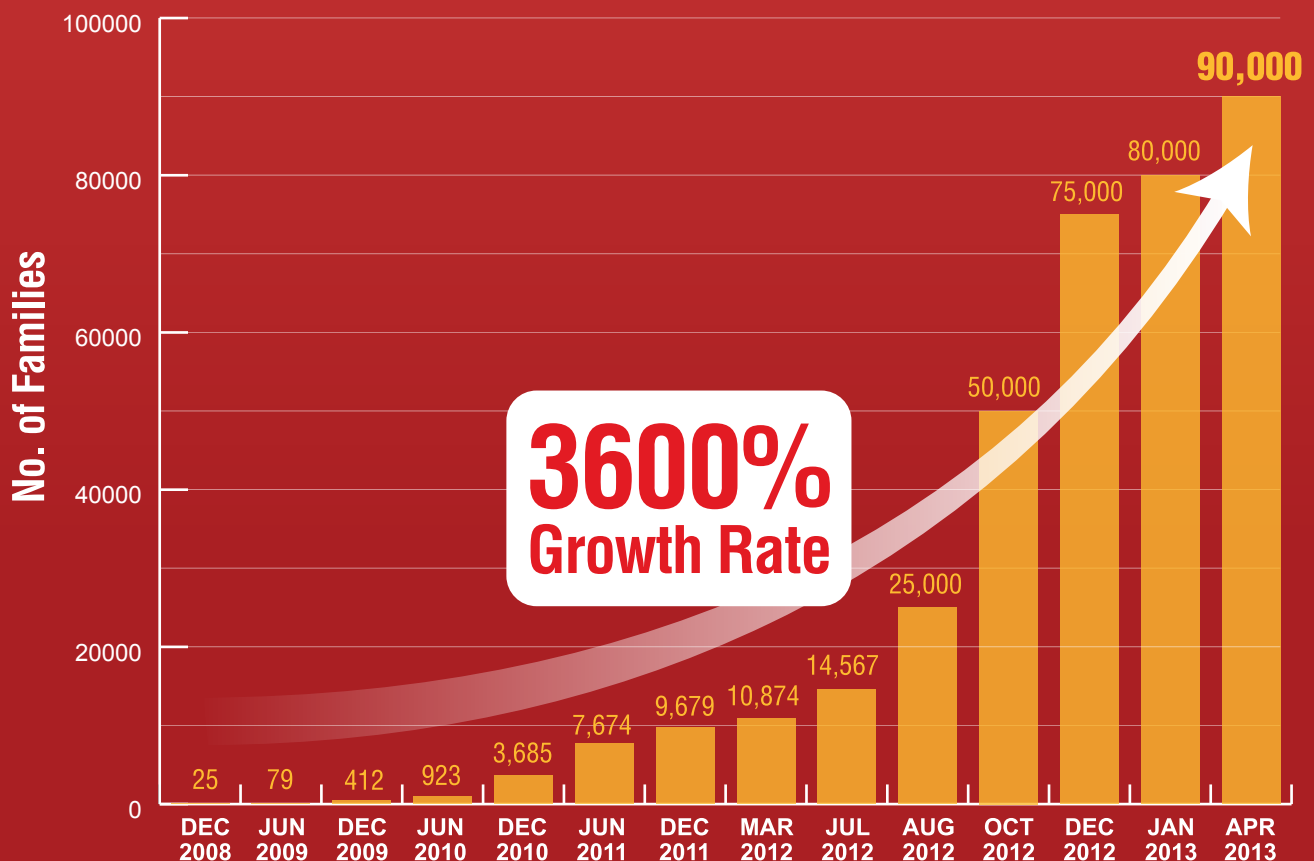
Since its successful pilot project in December 2008 involving 25 beneficiary families, MyKasih Foundation is now providing food aid to 90,000 underprivileged families and students in 125 locations all over Malaysia, including Sabah and Sarawak, thanks to the generous financial support from 50 corporate donors, individuals and government agencies.

Retail partners which have come on board to serve beneficiaries of the food aid programme now number close to 250 outlets - ranging from chain supermarkets to small community sundry shops.

Out of the 90,000 beneficiaries, 6,130 are primary and secondary students from 101 schools who are benefitting from the MyKasih 'Love My School' student bursary programme since its launch in July 2012.

The impressive growth in numbers within a short span of time stands testament to the technology that MyKasih capitalises on and the overall support from the Government as well as the private sector in helping the underprivileged.

The Ministry of Federal Territories and Urban Well-being, Johor State Government, Selangor Zakat Board (Lembaga Zakat Selangor), and the Negeri Sembilan Islamic Religious Council (Majlis Agama Islam Negeri Sembilan) have since appointed MyKasih Foundation to use the innovative and efficient MyKasih solution for their existing welfare programmes.





## A moment with **DATUK YAACOB AMIN**

*MyKasih Foundation went through a growth spurt last year - from providing food aid to 11,000 underprivileged families in April 2012 to 90,000 in April 2013.*

*The Founders of MyKasih Foundation, Dr Ngau Boon Keat and his wife Jean Ngau, went on a nationwide road-trip to launch the MyKasih programme in almost 40 separate events throughout 2012 right up to the first quarter of 2013. For most of those launches, Datuk Yaacob Amin spared precious time away from home and travelled tirelessly with the MyKasih team.*

*Here, as one of MyKasih's Board of Trustees, he talks about the Foundation's critical mission of feeding the poor; with the belief that everyday life for the underprivileged can indeed get better through philanthropic giving.*

### **Tell us what excites you about MyKasih Foundation**

It is the technology, definitely. MyKasih's welfare programmes run on an efficient cashless payment system which uses the smart chip technology of the Malaysian identity card, the MyKad, to disburse welfare aid to the poor. This clever application of technology has answered the Government's call to expand the use of the MyKad beyond personal identification.

When fuel prices rose sky-high, I was part of the team in talks with the National Registration Department (Jabatan Pendaftaran Negara, JPN) to explore the use of the MyKad for fuel subsidies. But when the Government decided to put the fuel subsidy scheme on hold, the system's schematics were tweaked to deliver food subsidies instead.

ePetrol, the IT arm of Dialog Group Berhad, has essentially pioneered the MyKad smart chip innovation together with JPN. The MyKasih system captures everything in detail – it is able to individually track the items purchased by registered welfare recipients and update such information real-time via an online portal. Not only will the Donor be assured of what their money has been spent on, but many other analyses can be made – such as sales reports or purchasing trends for market research and community needs analysis.

Until today, Malaysia has yet to truly benefit from the full extent of the MyKad's sophistication. The system can manage healthcare, education, public transportation and even cash transactions!

The other important differentiating factor about the MyKasih programme is that it focuses on the 'mothers' as the nominated recipient of the aid, rather than the 'fathers' who are commonly recognised as the heads of the household.

As fathers are often busy at work (and for low-income households, some would end up holding more than one job) to make ends meet, the responsibility of looking after the children would fall on the mothers. Hence, mothers know the needs of the family and are better at planning purchases of household provisions.

Food aid serves as an immediate relief to families struggling with daily hunger. MyKasih's objective is basically to stabilise the family by assuring the recipients that there will be food on the table for at least a year. With that approach, the recipient mother becomes a more visible provider of the family and is respected by the children as a person who nurtures and nourishes them.

Nowadays, parents are too busy working and therefore spend little time with their children. Critical years of growing up can be challenging and therefore we must not overlook the importance of having parents acquire the appropriate skills to raise children. Parents need to know more about their children and their friends, communicate regularly with them and guide them on the right path so that they do not get involved in thug gangs, crime and other social ills.

### **What do you envision for MyKasih Foundation**

When I was travelling in Kelantan with the MyKasih team during the spate of nationwide launches, I recall seeing the mothers hug our Co-Founder Jean Ngau and thanking her so profusely for the monthly food aid. It touches the heart seeing how much they appreciate the aid. Those genuine gestures of gratitude makes you want to give more, do more, to lessen their daily burden.





*Datuk Yaacob representing MyKasih Foundation during the MOU signing ceremony of Program Titipan Kasih with the Ministry of Federal Territories and Urban Well-being on 14 March 2013 in Sabak Bernam, Selangor.*

However, we have to go beyond just giving food aid to avoid creating a situation of dependency. I believe it is equally important that we encourage the recipients to improve their circumstances through training and capacity building, in sync with aid giving. Only then can we multiply the social benefits to the family at the community level.

We also hope that this approach would have further positive spin-offs, whereby the transformed families themselves would have the genuine passion of wanting to help others in similar predicament as they were.

MyKasih is also beginning to focus more and more on education – through bursaries, scholarships and tuition classes for school-going children. The MyKasih ‘Love My School’ student bursary scheme is a logical expansion of the Foundation’s programme areas, seeing that education is the most important and sustainable approach to long-term poverty eradication.

Giving aid to children allows them to focus on their studies unhindered. Via Love My School, the students are also introduced to technology at an early age, learning that technology can be used as a force for doing good.

#### ***The role you play as a Trustee...***

I have served the country as Chief of Police in 5 States. Now that MyKasih Foundation’s outreach has gone nationwide, I am able to tap onto friendly networks to assist the lean MyKasih team with simple logistics and obtain grassroots feedback on the MyKasih programme. Keeping our fingers on the pulse, I would say...

Indeed, I do hope to support the Foundation in any way I can, as it evolves into a dynamic body that contributes significantly to nation-building.

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*Datuk Yaacob served the Polis DiRaja Malaysia for more than 33 years in various capacities. He was the Chief of Police in 5 States, namely Terengganu, Negeri Sembilan, Kelantan, Sarawak and Selangor. He was seconded to the Ministry of Home Affairs as Ketua Pengarah of Agensi Anti-Dadah Kebangsaan (AADK). Prior to his retirement, he was the Director of Criminal Investigation Department with the rank of Director of Commissioner of Police. Datuk Yaacob was a member of the Advisory Council of MyKasih Foundation since the setting up of MyKasih in 2009. He was later appointed on the Board of Trustees of MyKasih Foundation on 30th August 2012. He is actively involved in the launching of the MyKasih programmes in Malaysia.*

# Q1

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, January - March 2013**

# LAUNCHES

## TITIPAN KASIH REACHES OUT TO 3,200 URBAN POOR

**RM 3 million allocated to assist eKasih recipients**



*MOU signing ceremony between the Ministry of Federal Territories and Urban Well-being, represented by Secretary General, Dato' Adnan bin Haji Md Ikshan (left) and MyKasih Foundation, represented by Board of Trustees member, Datuk Yaacob Amin (right). The signing ceremony was witnessed by Dato' Raja Nong Chik Raja Zainal Abidin, Minister of Federal Territories and Urban Well-being (centre).*

The Ministry of Federal Territories and Urban Well-being became the first Ministry in the country to appoint MyKasih Foundation to deliver aid to its welfare beneficiaries. RM 3 million has been allocated by the Ministry to provide much needed welfare aid to 3,200 low-income households in the form of essential food items worth RM 80 per month through Program Titipan Kasih.

At the launch of the Titipan Kasih nationwide programme in Sungai Besar on 14 March 2013, Minister of Federal Territories and Urban Well-being, Datuk Raja Nong Chik Raja Zainal Abidin said, "Through this initiative, eligible recipients are able to use their MyKad to purchase basic necessities at participating retail outlets within their neighbourhood."

Also present during the launch ceremony was Deputy Minister of the Women, Family and Community Development Ministry, Datuk Noriah Kasnon. MyKasih Foundation was represented by Trustee, Datuk Yaacob Amin and Managing Director, Jeffrey Perera.

Titipan Kasih adopts ePetrol's cashless payment system, where registered welfare recipients are able to shop, select and pay for essential items using their MyKad (Malaysian national identity card) for up to RM 80 a month for a minimum period of one year at participating retail outlets. The manufacturer barcodes of approved items are loaded into the MyKasih system to ensure that welfare funds are used for the intended purpose. The system is therefore secure, cashless, efficient and most importantly, transparent.

An online portal furnishes the Ministry with audit trails and analytical reports on demographics and consumption at any point of the transaction. Such tracking via the MyKad technology has made abuse and leakages of charitable funds a thing of the past.

For 2013, Titipan Kasih will be carried out in 62 locations throughout Malaysia, including Sabah and Sarawak.

In his speech, Datuk Raja Nong Chik emphasised that through the 10th Malaysia Plan, the Government is working very hard to ensure that the rate of poverty in the country is reduced to 2% by 2015.

“In moving towards that goal, the household income level needs to be raised from RM 1,440 (in 2009) to RM 2,300 by 2015,” he said.

Since its inception in 2009, MyKasih Foundation now provides food aid to over 90,000 underprivileged families in 125 locations nationwide, thanks to the generous financial support from its corporate and individual donors, as well as retail partners.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, “With this great innovation, I hope the Government will consider the use of the MyKad beyond food aid – to encompass education, healthcare, and public transport. This is in line with the Government’s directive to use the MyKad as a single access and instrument for multiple services.”

“The country and the world stand to benefit immensely from using this MyKad welfare management solution for poverty eradication schemes, as it ensures that welfare aid is distributed securely and transparently to intended recipients without leakages and abuse,” says Dr Ngau.



The launching of Program Titipan Kasih by Dato' Raja Nong Chik, Minister of Federal Territories and Urban Well-being.



Dato' Raja Nong Chik handing out groceries to the beneficiaries of Program Titipan Kasih who attended the launch event in Sungai Besar.



Dato' Raja Nong Chik observing the purchase of groceries using the MyKad, demonstrated by MyKasih officers.



Titipan Kasih recipients undergoing basic health screening, seeking medical advice and sitting through cataract screening by the National Population and Family Development Board, LPPKN, and the Department of Health.

# Q1

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, January - March 2013**

# LAUNCHES

## 'BACK-TO-SCHOOL' ALLOWANCE FOR MYKASIH 'LOVE MY SCHOOL' STUDENT BENEFICIARIES IN TANJUNG MALIM AND BIDOR, PERAK



*A successful get-together with MyKasih beneficiaries in Tanjung Malim, Perak.*

Almost 200 students from four schools under the MyKasih 'Love My School' bursary scheme received an additional allowance of RM 150 each for the 2013 'Back-To-School' season. The announcement was made at a get-together with 800 MyKasih beneficiaries in SMJK (C) Choong Hua, Tanjung Malim, Perak, on 12 January 2013.

On top of their monthly bursaries, student beneficiaries are able to spend the one-off additional allocation on school essentials like school shoes, school bags and books, using their MyKasih student smartcard at their school bookstore and at partner retail outlets Hup Seng Trading in Tanjung Malim and Yin Yin Minimarket in Bidor.

The event was hosted by Member of Parliament for Tanjung Malim, YB Dato' Seri Ong Ka Chuan. Also present were MyKasih Foundation's Trustee, Datuk Yaacob Amin and Managing Director, Jeffrey Perera.

## MAH FAMILY AND FRIENDS ADOPT 415 UNDERPRIVILEGED FAMILIES UNDER MYKASIH IN TELUK INTAN, PERAK



*Dato' Mah Siew Keong and Dato' Mah Siew Kwok presenting the mock-cheque to MyKasih Foundation, represented by Trustee, Datuk Yaacob Amin and Managing Director, Jeffrey Perera.*

On 12 January 2013, more than 1000 MyKasih recipients and their family members gathered at Dewan SRJK (C) San Min in Teluk Intan, Perak, to express their gratitude to the sponsors of their year-long food aid under the MyKasih 'Love My Neighbourhood' and MyKasih 'Love My School' programmes.

Prominent members of the Mah Family, Dato' Mah Siew Keong and Dato' Mah Siew Kwok presented a cheque contribution of RM 400,000 to MyKasih Foundation, represented by member of the Board of Trustees, Datuk Yaacob Amin and Managing Director, Jeffrey Perera.

Also in attendance were other Mah family members and donor friends who rallied behind the social cause.

# Q1

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, January - March 2013**

# LAUNCHES



*The MyKasih 'Meet & Greet' event in Sungai Siput was a great success! MyKasih Foundation was represented by Trustee Datuk Yaacob Amin (in front row).*

## MEETING MYKASIH FAMILIES IN SUNGAI SIPUT, PERAK

More than 1000 MyKasih beneficiaries and their family members attended a meet-and-greet event at Pusat Konvensyen Jalan Tun Sambanthan to mark the launch of the MyKasih food aid programme for new beneficiaries in Sungai Siput on 13 January 2013. The MyKasih food aid programme in Sungai Siput started in September 2012 with more than 900 families, but have since expanded to provide aid to more than 1,500 underprivileged families and student beneficiaries of the MyKasih 'Love My School' bursary scheme.

Dato' SK Devamany, Deputy Minister in the Prime Minister's Department, officiated the launch event that day. He was largely instrumental in helping MyKasih Foundation identify poor families deserving of welfare aid in Sungai Siput and Cameron Highlands, including Orang Asli (indigenous) families.

## MYKASIH SPONSORS FOOD AID FOR 1,000 FAMILIES IN GOPENG, PERAK

Gopeng was the next destination after Sungai Siput on 13 January 2013. MyKasih programme recipients and families gathered at RTC Gopeng in Kompleks Agribisnes Negara for the official launch of the MyKasih programme in Gopeng.

Recipient families took the opportunity to make their purchases at Mydin RTC, MyKasih's partner retail outlet.



*The launch was attended by 1000 MyKasih recipient families who will eventually shop for essential food items in Mydin RTC, Gopeng.*

# Q1

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, January - March 2013**

# LAUNCHES

## DATO' MOKHZANI MAHATHIR HELPS 300 FAMILIES IN KEDAH HOME STATE



Former Prime Minister of Malaysia, YABhg Tun Dr. Mahathir Mohamad (third from left) handing over the cheque contribution from his son, Dato' Mokhzani Mahathir (for right), to MyKasih Foundation, during the former Premier's visit to Kedah in February 2013.

300 underprivileged families in Merbok, Jerlun and Pendang within the state of Kedah are currently benefiting from one year's supply of food aid under the MyKasih 'Love My Neighbourhood' programme sponsored by YBhg Dato' Mokhzani Mahathir.

A simple cheque presentation ceremony was held at Dewan Utama LHDN in Sungai Petani, Kedah, on 2 February 2013, witnessed by YABhg Tun Dr Mahathir Mohamad.

Also present at the ceremony were YABhg Tun Dr Siti Hasmah Mohamad Ali and Dato' Mukhriz Mahathir. MyKasih Foundation was represented by Trustee, Datuk Yaacob Amin and Managing Director, Jeffrey Perera.



Tun Dr Siti Hasmah Mohamad, wife of Malaysia's former premier, Tun Dr Mahathir also graced the ceremony in Sungai Petani. In her 23 years of public service, this remarkable lady has received many recognitions for her voluntary work and her leadership in the fields of health, literacy and drug abuse control.



*Tun Dr. Mahathir Mohamad meets with a MyKasih recipient during the launch of the programme in Sg Petani, Kedah.*

In 1996, it was Tun Dr Mahathir Mohamad, in his capacity as the Prime Minister of Malaysia, who had officially inaugurated the Multimedia Super Corridor (MSC) initiative. MSC Malaysia, as it is now known, is the country's formula to accelerate the objectives of Vision 2020 and to transform Malaysia into a modern, developed nation by 2020. The MyKad is one of four MSC Malaysia's flagship applications.

Apart from being the identity document for Malaysian citizens, the MyKad can amongst others, also serve as an electronic purse or public key.

Both unique and exemplary, the MyKasih Programme, through the use of the MyKad, demonstrates the inclusion of ICT innovation for a humanitarian cause, which is in line with the vision and mission of the MSC.



*Above and below: During the purchase demonstration using the MyKad, Tun Dr Mahathir Mohamad is all ears listening to the briefing given by Jeffrey Perera, while Datuk Yaacob Amin and Dato' Mokhzani Mahathir look on.*



*Tun Dr. Mahathir Mohamed takes a look at a MyKasih recipient's receipt upon a successful purchase transaction.*



# Q1

MyKasih

**'Love My School'**

**Programme Launch, January - March 2013**

# LAUNCHES

## MENTORING BUDDING ACCOUNTANTS...



Malaysia's corporate responsibility towards nation building



*Thumbs up to BDO Malaysia for a successful career talk by its Managing Director, Dato' Gan Ah Tee (second from left). Also present to speak to the MyKasih 'Love My School' student beneficiaries of Chong Hwa Independent High School was Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat (extreme right).*

In December 2012, BDO Malaysia, a member firm of BDO International, contributed RM 20,000 to sponsor 20 underprivileged secondary school students from Chong Hwa Independent High School in Kuala Lumpur under the MyKasih 'Love My School' bursary scheme.

BDO kicked things into gear by holding a career talk on 7 February 2013 at the school. The talk was delivered to 150 students by BDO Malaysia's Managing Partner, Dato' Gan Ah Tee, who is also the Regional Senior Partner of BDO ASEAN.

Dato' Gan had the audience in stitches as he injected the occasional humour into the various topics on accounting. The smooth delivery of his presentation stems from his passion about speaking to the younger generation. Over the years, he has given numerous career talks at education fairs and events organised by prominent institutes of accountancy.

"As experienced professionals, I believe we should share our experience with the younger generation to enable them to understand the professional working world better. Whether they are interested to pursue accountancy or not, students appreciate whatever guidance that they can get. On a personal level, I aim to dispel the misconception that accountancy is boring," said Dato' Gan.

Dato' Gan advised the students to be bold in seizing opportunities and not let hardship deter them from realising their dreams. As he shared in his talk: if the road was straight without obstacles or detours, the journey would be less interesting.

As a firm that provides audit, advisory and tax services to organisations all over the world, BDO plans to also mentor these students in a four-month financial literacy programme as part of its corporate responsibility initiative.

BDO's Head of Support Services, Tan Chee Peng said, "We plan to apply the role model buddy system where students can look up to BDO's young executives as their big brothers and sisters. It is hoped that the programme will impart valuable tips to create more financially sensible young adults in the future."

"Our BDOians are eager to use their knowledge and expertise to create meaningful impact on the lives of these youngsters who will soon enter the workforce. We trust that this programme will have a positive bearing not only on the students but also on our BDO volunteers, and at the same time, indirectly contribute towards overall nation-building efforts," she added.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat expressed his gratitude to BDO Malaysia for choosing the MyKasih 'Love My School' student bursary programme.

"What makes this collaboration even more meaningful is that BDO's staff volunteers are offering their expertise to help the students with their accounting studies. I hope the students will make the best out of this opportunity to interact with industry experts and gain insight into the career world of accountancy," added Dr Ngau.



*Dato' Gan observes the purchase of school items under the 'MyKasih Love My School' programme using the MyKasih student smartcard.*



# Q1

MyKasih  
**'Love My Neighbourhood'**  
Programme Launch, January - March 2013

# LAUNCHES

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## FOLLOW ME GIVES BACK

Year-long campaign to commemorate the brand's 30<sup>th</sup> anniversary in Malaysia



Tohtonku Director, Jasper Lim handing out Follow Me gift to MyKasih recipients during the charity Family Day event.

Tohtonku Sdn Bhd's personal care products brand 'Follow Me' launched a year-long campaign to commemorate its 30th anniversary. Through a collaboration with MyKasih Foundation, Follow Me pledged 300 gift hampers worth more than RM 200 each to MyKasih beneficiaries, consisting of personal care products.

Tohtonku Director Mr Jasper Lim said, "We are thankful to all Malaysians for their continuous support over the years and therefore would like to take this opportunity to contribute back to society by helping the underprivileged."

A "Follow Me Charity Family Day" was held on 2 March 2013 at The Store Midpoint in Pandan, Kuala Lumpur, to mark the campaign's kick-off.



MyKasih recipients having fun with Tohtonku staff while dancing the 'Gangnam Style'.



MyKasih recipients participating in a food eating competition, which requires a fair bit of teamwork!

At the event, MyKasih Foundation Chairman and Co-Founder Dr Ngau Boon Keat said, "We are grateful to Tohtonku for stepping forward to bring cheer to low income households this Chinese New Year season. I would like to congratulate Tohtonku on their 30th Anniversary and wish them many more years of success."

50 Follow Me hampers were handed out to MyKasih families in attendance that day. They were entertained with a line-up of games, attractive prizes and were treated to food and many more bags of goodies.

# Q1

MyKasih

**'Love My Neighbourhood'**

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# LAUNCHES



## THE STORE GROUP LAUNCHES CHARITY CAMPAIGN IN AID OF MYKASIH



*Launching of The Store Group's fund-raising campaign in support of the MyKasih 'Love My Neighbourhood' food aid programme.*

*From left to right: Mr Kam Teh Chung, The Store Group Operations Director; Mr Chang Yen Hwei, The Store Group Finance Director; Datuk Yaacob Amin, MyKasih Foundation Trustee; Cik Adibah Noor, The Store Group's Ambassador; and Mr Winky Pek Ah Keong, The Store Group General Manager.*

The Store Group Bhd, an operator of supermarkets, departmental stores and hypermarkets in the country, launched a public fundraising campaign at all of its 73 outlets nationwide in support of the MyKasih 'Love My Neighbourhood' food aid programme.

The campaign will run from 1 February 2013 – 30 September 2013. Throughout this period, contributions can be made by the public via donation boxes which have been placed at The Store's cashier counters and prominent locations throughout the outlets. Alternatively, the public may make donations directly to MyKasih Foundation by cheque, credit card (via [www.mykasih.com](http://www.mykasih.com)), or telegraphic transfer. Donors may request MyKasih Foundation to issue official receipts for tax exemption.

The Store Group has been MyKasih Foundation's retail partner since April 2010, with the first outlet, Vega Mall in Bentong, Pahang, serving 50 MyKasih welfare recipient families back then. Today, thousands of MyKasih recipients shop for essential items under the MyKasih food aid programme in 14 of The Store's outlets throughout Malaysia.

MyKasih Foundation works with retail partners who share similar caring values and the passion to help the less fortunate. With their support, MyKasih has been able to set up an efficient cashless payment system which allows MyKasih recipients to shop, select and pay for basic foodstuff using their MyKad (Malaysian national identity card) for up to RM 80 a month for a minimum period of one year.

Chairman and Co-Founder of MyKasih Foundation Dr Ngau Boon Keat said, "The Store has shown that it is not just a mere retail partner, but a partner that truly cares. On numerous occasions, The Store has allowed MyKasih to use its premises to hold events, as well as registration sessions and orientation briefings with MyKasih beneficiaries."

"We are indeed very grateful to The Store for being such a supportive partner all these years and for launching this Group-wide charity campaign to raise funds for MyKasih. This will help us reach out to more underprivileged families in Malaysia through the MyKasih 'Love My Neighbourhood' food aid programme," he added.



Earlier in December 2012, The Store's outlet in Mid Point, Pandan, Kuala Lumpur, extended its year-end "Back To School" period until January 2013 to allow more than 200 student beneficiaries of the MyKasih 'Love My School' bursary programme to purchase school items in preparation for the new academic term.

The primary school students of SJKC Tsun Jin and SJKC On Pong 2 from Kuala Lumpur were extremely delighted to be able to use their MyKad-linked student smartcard (called MyKasih cards) to pay for stationery items, school uniform, school shoes, socks, and books at The Store Mid Point.

Under the MyKasih 'Love My School' bursary scheme, student beneficiaries use their MyKasih smartcards to buy food and drinks at their school canteen, as well as books and stationery items at the school bookshop just by keying in their 4-digit PIN.

The overall objective of the MyKasih food aid and student bursary scheme is to help alleviate the burden that underprivileged families have in putting food on the table and in keeping their children in school. MyKasih believes that if the families' basic needs can be met, the children can complete proper education and hence have the opportunity of stepping out of poverty through better job employment.



**Pictures 1-3:** Student beneficiaries under the MyKasih 'Love My School' programme shop for school uniform, stationery items, as well as school shoes and socks, at The Store Mid Point in Pandan during the 'Back To School' season.

**Pictures 4-5:** The cashier scans the items at the check-out counter. The MyKasih students then use their MyKasih smartcards to pay for their chosen items by keying in their 4-digit PIN.

# Q1

MyKasih

**'Love My Neighbourhood'**

**Programme Launch, January - March 2013**

# LAUNCHES



**PETRONAS' SENTUHAN HARAPAN PROGRAMME  
EXPANDS BY ANOTHER 5,500 FAMILIES**



*PETRONAS' Senior General Manager of Group Corporate Affairs Division, Dato' Medan Abdullah and MyKasih Foundation Managing Director, Jeffrey Perera at the launch of Program Sentuhan Harapan PETRONAS in Kuantan, Pahang.*

PETRONAS' Sentuhan Harapan community outreach initiative that provides food assistance to the poor has recently expanded to include an additional 5,500 underprivileged families across the country.

On 20 March 2013, a launch was held at Dewan Wisma Belia in Bandar Indera Mahkota, Kuantan, Pahang, to mark this expansion milestone. Some 200 representatives of the Sentuhan Harapan beneficiaries were present.

PETRONAS began this collaboration with MyKasih Foundation in July 2010 by adopting 4,900 families nationwide, with the majority of the beneficiaries in Sabah and Sarawak. This was followed by another 3,000 families in Perak and Kedah in 2012, and an additional 5,500 families in 2013.

PETRONAS' Senior General Manager of Group Corporate Affairs Division, Dato' Mohammad Medan Abdullah said, "Program Sentuhan Harapan PETRONAS is not just about giving aid, but providing means for the underprivileged to improve their quality of life through specially-designed intervention programmes focusing on empowerment and entrepreneurship, as well as skills training."

"We are working closely with MyKasih on the implementation of these programmes," said Dato' Medan.

Chairman and Co-Founder of MyKasih Foundation, Dr Ngau Boon Keat recognises PETRONAS as the biggest Corporate Donor Partner to MyKasih Foundation.

"We are truly grateful for the continuing support from PETRONAS since 2010. At RM 960 per family per year, the aid is a lifeline to the urban poor who are struggling daily to make ends meet."

"This CSR programme by PETRONAS contributes positively towards nation-building and I hope this collaboration will continue to grow for the betterment of the communities we have committed to serve," added Dr Ngau.



*A primary school student demonstrates basic Chinese calligraphy to visitors during the PETRONAS Sentuhan Kasih community outreach programme on 20 February 2013 in Segamat, Johor, in conjunction with the Chinese New Year.*



## SENTUHAN KASIH CHINESE NEW YEAR COMMUNITY OUTREACH PROGRAMME



Two energetic 'lions' and a smiling 'uncle' danced away as they welcomed guests to the PETRONAS Sentuhan Kasih event.

In conjunction with the Chinese New Year celebrations, PETRONAS brought festive cheer to 120 underprivileged families in Kampung Buloh Kasap in Segamat, Johor, on 20 February 2013 through its Sentuhan Kasih community programme.

In keeping with tradition, ornately decorated lion heads accompanied by a fan-bearing smiling 'uncle' danced their way among the crowds, expressing joy and happiness. Noise from fire crackers and the rhythmic clashing cymbals, gong and drums added to the lively scene.

School children and their families were entertained with interactive fun-learning games by PETROSAINS. The hot sunny weather did not deter the children from shooting hoops with the Malaysian Basketball Association at the open field.

Visitors were provided free health checks by a group of Chinese physicians or medical practitioners (locally known as *sinseh*), complete with acupuncture and massage treatments to allow blocked *chi* (energy) to flow.

Visitors also tried their hand at basic Chinese calligraphy, which were demonstrated by elementary school students using ink brushes and paper. Chinese calligraphy is regarded as traditional art as well as a discipline focusing on writing well, commonly practiced by all levels of society.

Lunch was served at mid-day, complete with the tossing of *yee sang* followed by a presentation of *ang pows* (money packets) to the families present by PETRONAS' General Manager for Stakeholders Relations Department, Encik Haniff Hj Hassan.

Sentuhan Kasih is PETRONAS' community engagement programme which started in 2005 with the main aim of providing assistance to disadvantaged communities during festive periods such as Chinese New Year, Hari Raya Aidilfitri, Hari Gawai, and Deepavali.



PETRONAS' Encik Haniff Hj Hassan giving out *ang pows* (money packets) to the underprivileged families.



PETRONAS' Encik Haniff Hj Hassan and MyKasih Foundation Managing Director, Jeffrey Perera tossing the yee sang together with representatives from the local community.



Secondary school students demonstrating their acrobatic moves during a lunch performance.



An elderly seeking massage treatment from a local sinseh for better energy flow.



PETRONAS' Encik Haniff being given a health assessment by general physicians.



PETRONAS' Encik Haniff testing his target skills at the basketball court.



Traditional music accompaniment in keeping with the spirit of the Chinese New Year.



# PROGRAM SENTUHAN HARAPAN

## SUPPLEMENTARY TRAINING PROGRAMMES FOR ITS FOOD AID RECIPIENTS

Program Sentuhan Harapan PETRONAS is a community outreach initiative by PETRONAS in collaboration with MyKasih Foundation. Sentuhan Harapan is an effort under PETRONAS' larger Corporate Social Responsibility umbrella, to:-

- Facilitate socio-economic development for the underprivileged in areas of its operations, locally;
- Guide, encourage and support the underprivileged communities in Malaysia through efforts that promote self-development;
- Uphold its commitment to contribute to the well-being of the people and the nation;
- Contribute towards the Government's efforts to eradicate poverty in Malaysia.

The programme was first launched on 22 July 2010 in Miri, Sarawak. This was followed by a series of launch events in Johor, Melaka and Sabah in 2011, Kedah in 2012 and recently (March 2013) in Pahang.

The programme benefits 13,500 underprivileged families in the country where they are provided with essential food aid such as rice, flour, cooking oil, for a maximum period of two years.

The programme is also supplemented with activities that encourage self-development to promote a progressive and forward-thinking culture among the identified recipients. The supporting activities also aim at enhancing the skills and capabilities of the extreme poor so that they can break out of the poverty cycle.



PROGRAM  
SENTUHAN  
HARAPAN

**Financial Literacy, Health  
Awareness and Medical  
Screening**

With the support from the National Population and Family Development Board (LPPKN), close to 5,000 Sentuhan Harapan families have undergone basic financial management workshops, health awareness talks, as well as medical screening.

LPPKN's financial management workshops, called 'SMARTBelanja@LPPKN', teaches Sentuhan Harapan families how to plan their monthly expenditure, understand the difference between needs and wants when making purchases, and how to identify good and bad investments.

'Program Nur Kasih' is a health awareness programme 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 medical screening such as blood pressure tests, body mass index checks as well as glucose and cholesterol level tests.

From January to March 2013, LPPKN teams from various States have conducted a total of 10 Program Nur Kasih and SMARTBelanja@LPPKN workshops with Sentuhan Harapan recipients throughout Malaysia.

No	Date	Location	Number of Families
1	12 January 2013	Kuala Selangor, Selangor	98
2	19 January 2013	Pantai Kundur, Melaka	95
3	20 January 2013	Mentakab, Pahang	50
4	16 February 2013	Padang Tembak, Kelantan (Group 1)	75
5	23 February 2013	Tronoh, Perak (Group 1)	70
6	24 February 2013	Tronoh, Perak (Group 2)	80
7	9 March 2013	Pasir Gudang, Johor	98
8	10 March 2013	Kukup, Johor	100
9	16 March 2013	Segamat, Johor	100
10	16 March 2013	Padang Tembak, Kelantan (Group 2)	84





Program Nur Kasih and Program SMARTBelanja@LPPKN were conducted for 850 PETRONAS Program Sentuhan Harapan food aid recipients in Peninsular Malaysia during the first quarter of 2013. Recipients with poor health screening results underwent consultation with LPPKN medical officers for advice on improving their long-term health. The participants also joined in the 'Pancing Ringgit' activity (a simple activity for participants to learn to differentiate between their needs and their wants) as part of the financial literacy module.

PETRONAS has appointed Mostwell Sdn Bhd to provide sewing skills training to help improve the socio-economic condition of the extreme poor in Sentuhan Harapan families in Peninsular Malaysia. Through a programme called 'Zero to Hero', 200 recipients who are single mothers, unemployed or handicapped with many dependents are selected to go through a six-day training programme consisting of:-

- Motivation and self-realisation sessions;
- Marketing and management courses – theory and practical sessions;
- Application of various functions of the sewing machine;
- 9 sewing projects such as home decor items, soft toys, fashion accessories, recyclable bags, handicrafts and clothing items.

Upon completion of the six-day training, recipients will attend subsequent courses to learn more advanced sewing techniques and participate in various projects via a two-day per month mentoring programme, for another six months.

Each recipient is also provided with a multipurpose sewing machine, a sewing kit, a video CD manual on how to use the sewing machine, and a set 26 of fabric templates for stitching or sewing projects.



Participants concentrating as a trainer conducts a demonstration.



Participants pose with their completed tissue pouches on the first day of the six-day training session.

PETRONAS has appointed People Systems Consultancy to conduct entrepreneurship and income-generation programmes for 500 unemployed Sentuhan Harapan recipients that have an interest in starting up a business to increase their household income.

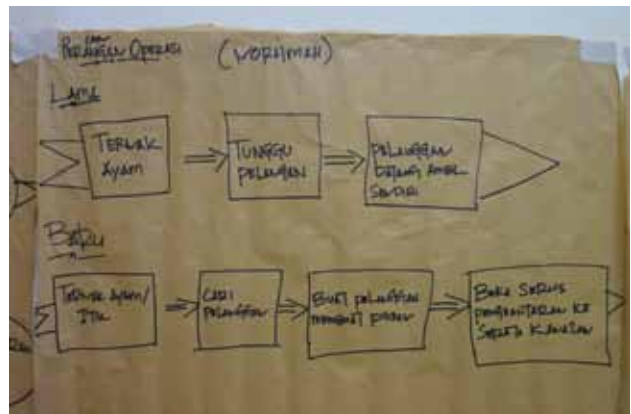
Participants go through a three-day intensive programme that consists of the following modules:-

- Learning the power of positive thinking;
- Attitude, mindset change, and self-discovery;
- Profiling participants' ability, interests and skills;
- Identifying types of business the participants can be involved in;
- Identifying different value propositions - Customer analysis;
- Blue ocean strategy and the four quadrants of innovation;
- Business analysis;
- Salesmanship, selling techniques and role play
- Gap analysis;
- Financial literacy.

Upon completion of the three-day programme, participants will attend a three-month mentoring session where trainers will identify gaps and assist recipients to pursue their business plan.



During the training sessions, participants are taught how to produce a good and proactive business plan.



The graph illustrates a participant's change of mindset in wealth generation through providing product variety and additional services in her business.

The whole family, including children had fun participating in the SMARTBelanja@LPPKN's 'Pancing Ringgit' activity. Better to start them young! – full story on page 22.





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*A hamlet of two Orang Asli families in Bentong, Pahang, just an hour away from Kuala Lumpur.*

Malaysia is blessed with a rich cultural heritage that draws on the varied ethnicities of its people. The first people to establish themselves in the area were the indigenous tribes that still remain today, and in Peninsular Malaysia, they are collectively known as the Orang Asli.

Sub-divided into 18 known tribes, the Orang Asli (indigenous peoples of Peninsular Malaysia) only make up 0.7% of the national population (190,000 people), but yet they account for about 20% of the nation's total hardcore poor. While the majority of Orang Asli live in rural areas, pockets of indigenous communities have moved into urban areas.



© Colin Nicholas

*MyKasih Senior Manager, Shafnaz Suhaimi explaining about the MyKasih food aid programme to Batin Ini bin Jahi, headman of the Temuan Orang Asli village of Merjuk in Bentong.*



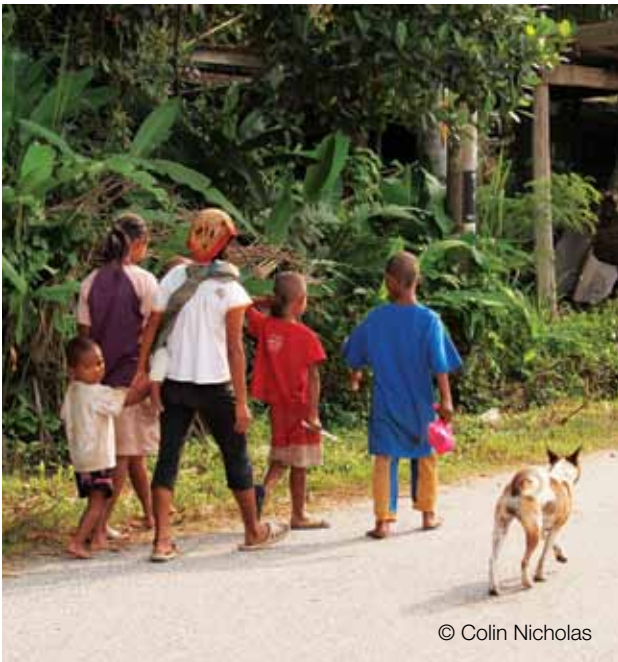
© Colin Nicholas

*Temuan Orang Asli children of Janda Baik in Bentong, who were curious about the visit by MyKasih.*

With alarming levels of poverty among the Orang Asli, MyKasih, with the financial support from Dialog Group Berhad, is determined to reach out to those especially in the urban areas and help the families meet their immediate needs through food aid.

This article is a pictorial documentation of MyKasih's outreach into the indigenous villages of the Temuan tribe in Bentong, Pahang.

In March, MyKasih officers and local community volunteers visited four Temuan villages called Chemperoh, Gabong, Lebak and Merjuk to brief the respective headmen on the MyKasih 'Love My Neighbourhood' food aid programme. Application forms were handed out after careful explanation of eligibility criteria and the duration of the food aid programme.



© Colin Nicholas

*An Orang Asli family combs the roadside for tin cans to be recycled for loose change.*



© Colin Nicholas

*MyKasih's Shafinaz Suhaimi notes down the MyKad details of the two Temuan mothers to help them apply as beneficiaries of the MyKasih food aid programme.*

While travelling, the experienced eyes of a volunteer assisting MyKasih that day saw a young Orang Asli family combing the roadside in mid-day heat, in search of aluminium tin cans to be recycled for some loose change. Ten cents for two cans was all the family could get for the morning's work at the time when they were approached.

After a few friendly exchanges, MyKasih was allowed to visit their homes for a quick assessment and to obtain further details in order to assist them to apply for the food aid.

By April 2013, 132 Temuan Orang Asli recipient families were able to purchase essential food items using their MyKad or their MyKasih smartcards at participating retail outlets in Bentong namely The Store Vega Mall and Kedai Runcit Wong. The new MyKasih beneficiaries are entitled to a monthly food aid allocation of RM 80 per family per month for one whole year. The following page is a pictorial documentation of their first day as MyKasih recipients.

Based on the success in Kampung Chemperoh in Bentong, MyKasih will intensify its efforts to reach out to more Orang Asli communities in other areas.



© Colin Nicholas

*The Temuan MyKasih recipients of Kampung Chemperoh in Bentong, Pahang, participating in an orientation session at the retail outlet to learn how to use their MyKad to pay for essential food items. Just the day before, the Temuan MyKasih recipients of Kampung Merjuk and Kampung Gabong were orientated at The Store Vega Mall.*



© Colin Nicholas



© Colin Nicholas



© Colin Nicholas



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After the orientation session, the Temuan Orang Asli recipients did their first purchase at the appointed retail partner, Kedai Wong, which is a basic but well-stocked grocery store. They were able to choose food items such as rice, bread, biscuits, flour, beverages (e.g. milk, malt drinks), cooking oil, eggs, seasoning, noodles, and canned food (sardines). Different brands are provided in each product category, thus enabling the recipients to choose and manage their budget for future purchases.



© Colin Nicholas

The MyKasih food aid programme incorporates a unique bar-code scanning process at the point-of-sale which ensures that only approved basic food items are purchased. To activate the payment transaction using the MyKad, the Temuan recipients are required to key in a personalised 6-digit PIN.



© Colin Nicholas

A Temuan child carrying fresh eggs purchased at Kedai Runcit Wong under the MyKasih food aid programme.



© Colin Nicholas



© Colin Nicholas

The Temuan 'mothers' (recipients of the food aid) participate in a 'product update' exercise by providing the MyKasih officer with feedback on products to be added into the list of approved items. The manufacturer barcodes of approved essential food items are then uploaded into the MyKasih system, allowing the recipients to purchase such items during their next trip to the outlet. Through the MyKasih food aid programme, the mothers are now able to provide much needed nourishment to their families, particularly the younger children.

*24-year old Temuan Orang Asli Suzian Ak Kutang is relieved to know that she can now provide solid nourishment to her child for at least one year.*



# RASHOMON

## Light-A-Home Charity Night in aid of MyKasih Foundation

12 JULY 2013 @ 8.30PM, KUALA LUMPUR  
PERFORMING ARTS CENTRE, KUALA LUMPUR



© Colin Nicholas

*Asli children of the Batek community of Kuala Yong (Taman Negara) thrilled to receive their solar light bulbs.*

MyKasih Foundation's Donor Partner, JT International presents the staging of *Rashomon*, a well-known classic Japanese masterpiece made famous by Akira Kurosawa's film that was awarded the Golden Lion at the Venice Film Festival and Academy Honorary Award at the 24th Academy Awards.

The original story of *Rashomon* is one of many shades of truth.

A samurai is murdered and his wife raped. The body of the samurai is discovered by a woodcutter. Just before the crime took place, a priest passed by the couple. A notorious bandit comes forward to claim responsibility for the crime. The woodcutter and the priest are summoned to testify at the trial.

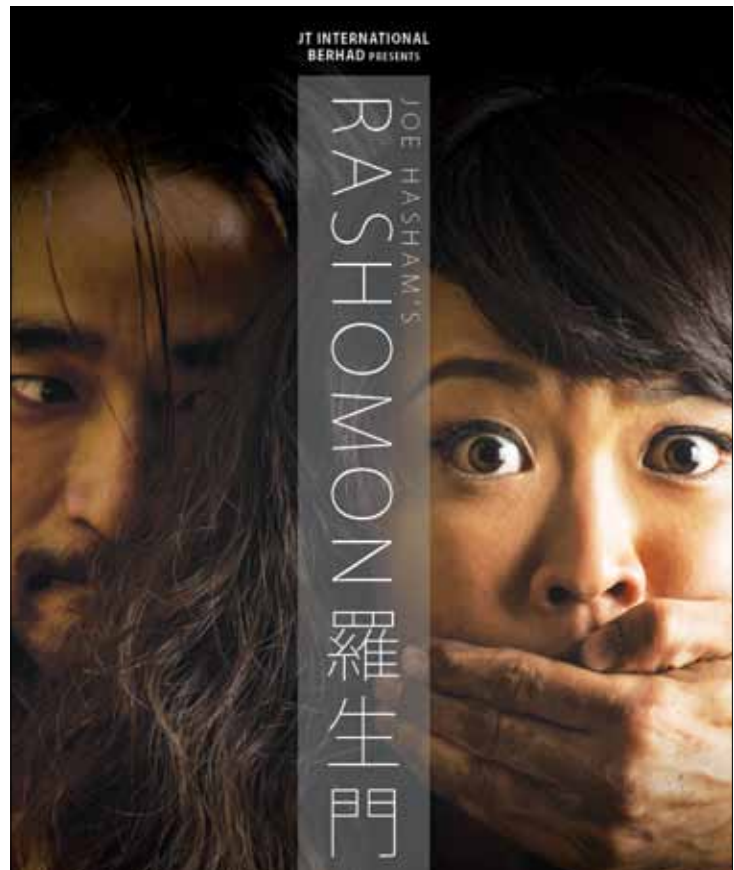
So begins the recounting of the crime by the bandit, the woodcutter, the wife and the dead samurai (through a medium). Except, all four testimonials contradict each other. So what really happened on the day of the crime?

While the story is strongly a Japanese one, the production will be gently infused with elements from Malaysian Arts and Culture, especially on the music front. It will be performed by a largely Malaysian cast, with one Japanese talent.

This 2013 musical production forms part of JTI's corporate responsibility initiative to promote Japanese Arts & Culture, while at the same time benefit the underprivileged in Malaysia through MyKasih Foundation.

## One bulb... one home.

*Proceeds from the charity night's ticket sales will be channelled to MyKasih Foundation to purchase solar light bulbs, which will be distributed to Orang Asli homes that are without electricity.*



© Colin Nicholas

*Semai Orang Asli community of Kampung Tual, Pahang charging their solar light bulbs in the sun.*



© Colin Nicholas

*Mendriq Orang Asli of Kampung Style, Gua Musang, Kelantan testing the solar light bulbs they have just received.*



# MAD FOR SUCCESS!



## EMPOWERS FOOD AID RECIPIENTS THROUGH COACHING AND ENTREPRENEURSHIP



*Jatien Akiaw shows her 'Vision board' during the goal setting workshop.*

In November 2012, Mubadala Petroleum kick-started a comprehensive entrepreneurship programme called MAD (*Mengecapi Aspirasi Diri*) for MyKasih food aid recipients under their sponsorship in Miri, Sarawak. Conducted in partnership with Lifeworks Sdn Bhd, the aim was to empower and equip MyKasih participants with knowledge and experience to break out of the poverty cycle by learning how to make money with the bare minimal either through gainful employment or start up businesses.

43 participants took part in the four-month programme to learn how they can tune their mind's frequency to success and achievement. Participants are given tools and techniques to help them materialise their goals through experiential learning.

The coaches, led by Ms Sharmini Hensen, guided the participants to reach breakthrough levels of confidence and motivation while letting go of their existing self-limiting beliefs that success is only for the smart and privileged.

During the money management workshop by Lifework's coach, Ms Ong Poh Neo, participants learnt basic principles of money management, developed positive empowering beliefs about money and worked in groups to create small business enterprises. Through teamwork, the participants shared and leveraged on each other's strengths and resources. Some have even found long-term business partners amongst themselves.

The holistic nature of the programme would not be complete without a makeover module aimed at creating a positive self image and building confidence. Focusing on making good first impressions through physical appearances, the module also covers topics such as body language, communication, poise, personal cleanliness, healthy eating and mannerisms.

The session was not only fun for the ladies but for the men too, as it ignites self-love and self-worth, both crucial qualities to create the desire to succeed.



## Q1 Programmes & Activities

The table below shows each group's target income pledged at the beginning of the programme and the amazing results they achieved at the end of the programme.

Group Name	Business nature	Initial Target Income Pledged (10 November 2012)	Final Income Achieved (16 March 2013)
Selera Kita	Food Catering	RM2,900.00	RM14,978.00
Petani Maju Jaya	Farm produce	RM8,400.00	RM17,243.00
High Score Money	Business Owners	RM9,000.00	RM30,209.00
Sinar Wawasan	Kuih Kering	RM12,228.00	RM13,457.90
Bersatu Maju	Fishing and Craft	RM8,500.00	RM16,605.00
Matahari	Tailoring	RM6,300.00	RM9,800.40
Sinar Maju	Kuih Basah	RM9,000.	RM20,766.80
<b>TOTAL</b>		<b>RM56,328.00</b>	<b>RM123,060.10</b>

Despite not having any experience in putting together public events, the MAD participants worked hard and organised a fun and memorable graduation ceremony for themselves. Programme participant, Suraya Tambi was an exemplary Project Manager, showcasing her leadership and resourcefulness.

During the graduation ceremony on 16 March 2013 at Permy Mall in Miri, the participants recited their *Mengecapi Aspirasi Diri* Declaration, performed traditional dances of their native tribes, conducted lucky draws and even organised a 'Gendang Melayu Sarawak (*bermukun*)' with *joget lambak* (group dance)!

"It was inspiring to hear their stories during the sharing sessions earlier. The graduates have shown that they are ready to change their lives and embrace success. We hope the graduates will inspire others in their community to be successful and continue to prosper for the rest

of their lives," said Mohd Yunus Mamat, Mubadala Petroleum's Communication Specialist, who was present to grace the event.

In thanking Mubadala Petroleum, MyKasih Foundation Chairman and Co-Founder Dr Ngau Boon Keat said, "We are very grateful to Mubadala Petroleum for their support towards the MyKasih 'Love My Neighbourhood' programme. The awareness and care for their sponsored recipients are evident through the company's effort in providing opportunities for the recipients to overcome poverty through meaningful programmes like MAD".

"Many thanks also to the coaches Sharmini Hensen, Ong Poh Neo, Jashida Kamal and Ana Cheong for their commitment, passion and energy in delivering such an impactful programme. LifeWorks has been a great partner to MyKasih since 2010. We hope to continue to work together to serve the communities and achieve more amazing results", added Dr Ngau.



Proud of their heritage! Some participants came in their traditional costumes and performed a traditional dance for the guests.



Always on the lookout to showcase their wares, the industrious graduates displayed their homemade traditional cakes, local fruits and handmade bags to be sold to members of the public.



One for the album: The graduates posed for a picture with their favourite coaches!

# MAD PROGRAMME SUCCESS STORY



## ABDUL MANAN & NORLIZA ABDULLAH

**A**bdul Manan Bin Juga, 62, and his wife Norliza Bte Abdullah, 43, have five school-going children aged between 11 and 17 years. Abdul Manan was an odd job worker earning RM 500 a month, while Norliza stayed at home to take care of the children.

“It was tough. I did not have a decent steady income as an odd job worker. My wife could not go out and work as our eldest daughter needs special care. Our situation became so desperate that we would watch our children eat while our stomachs were growling,” said Abdul Manan.



*The couple posed for a photo after Norliza received her Certificate of Completion for a computer literacy class which was sponsored by Mubadala Petroleum.*

In July 2011, Abdul Manan’s family was selected to receive food aid from the MyKasih ‘Love My Neighbourhood’ programme sponsored by Mubadala Petroleum. As a beneficiary, Norliza was able to purchase essential food items using her MyKad at Giant Permy mall Miri.

“We felt blessed when we found out that the food aid was approved. We could put food on the table for the whole family and the money we earned could be used to buy school items for our children,” he said.

“But we also realised that we could not go on depending on aid forever. I got a job as a van driver but it only paid RM 500 a month. It was regular income, but it was not enough to support my children. We were very worried about our future.”

“We were thankful for what we have. We accepted our situation of poverty, but at the same time we were always looking out for opportunities to improve our lives. Our prayers were answered when we received the SMS from MyKasih inviting us to join the MAD Entrepreneurship Programme.”

With the support and guidance from the coaches of Lifeworks Sdn Bhd, Abdul Manan and Norliza successfully set up a company which carries out street and drain cleaning services for their village.

Since then, they have secured contracts with the local municipal council and have projects lined up with companies to clean various locations in Miri town.

“Coach Sharmini has helped us gain the confidence and knowledge to approach potential clients for our business. We truly feel that we have a brighter future now. With our children as the main motivational factor, we are eager to give the best that we can!”, the happy couple enthused.

In their bid to give back to the community, they employed household members of other MyKasih recipients to work with them. “We must give back and help others in need. We do not need to be in competition with others, we need to work together.”

The couple are happy to report that they are now able to generate RM 5,000 a month (before paying those under their employ). “We now take back between RM 2000-3000 a month for our efforts. The children are happier as we are able to afford their schooling needs,” said Norliza happily.

“We are so thankful for Mubadala’s sponsorship of meaningful programmes such as MAD and the computer literacy training. Thanks to them, I now know how to use the computer! I can make quotations and receipts for our projects,” said Norliza.

“This complete programme has helped us support the family better,” said Norliza.



*Mubadala Petroleum’s Communications Specialist, Mohd Yunus Mamat (far left) and Life Coach, Sharmini Hensen (far right) handed scrolls to Abdul Manan and Norliza Abdullah during the graduation ceremony.*

# MAD PROGRAMME SUCCESS STORY



## ROPIAH DARSONO

Ropiah Darsono, a shy, dutiful wife and loving mother to four school-going children, had dreams of becoming a religious teacher. She had never attempted to fulfil this dream believing she would not succeed. Putting her family’s needs before her own; she brushed her dreams aside and struggled daily to make ends meet with her husband’s meagre income of RM500 a month.



*Ropiah, 45, is a food aid recipient under the MyKasih ‘Love My Neighbourhood’ food aid programme sponsored by Mubadala Petroleum in Miri, Sarawak. In November 2012, Ropiah participated in an entrepreneurship programme called ‘Mengecapi Aspirasi Diri’ (M.A.D.) by MyKasih’s Training Partner, Lifeworks Sdn Bhd, led by Life Coach Sharmini Hensen.*

The decision to sign up for the programme did not come easy for Ropiah. She realised she had to take time away from her beloved children for uncertain returns.

The coaches imparted knowledge, inspiration and advice to Ropiah for two months when she got the opportunity to participate in a volunteer programme by a local university called the “Keluarga Angkat” (Foster Family) for undergraduates.

She fostered two undergraduates for one month. Much to her surprise, at the end of the programme, she received a token of RM600, two 10kg bags of rice and other food items! Then she started to believe that good things will come when one adopts a more positive outlook in life.

She shared her experience with the other course participants. Her soft spoken demeanor and earnest effort in wanting to make a positive change inspired the others to take the first critical steps at improving their lives.

Over the course of the MAD Programme, Ropiah gained the confidence to attend a job interview at the State Religious Department. Arming herself with courage and enthusiasm, she discarded her self-limiting beliefs of being too old or unqualified for the job as a religious teacher. She was delighted when she was hired on the spot! Ropiah then began her teaching, earning a monthly income of RM 700 with EPF (Employee Provident Fund) contributions. Later, she also managed to secure a religious-tutoring engagement for a family in town. Her monthly earnings increased by an additional RM 1200.

Encouraged by her coaches and peers, Ropiah decided to further supplement her income by selling homemade ‘jejari manis’ (traditional cakes) to her neighbours for RM 1 per packet. She also regularly makes 200 packets for her children to sell at their boarding school.

During the MAD graduation ceremony in March 2013, Ropiah delivered a heartfelt speech that tugged at the heartstrings. She related her journey towards self empowerment drawing several guests to tears. Her story was most moving.

Since the graduation in March 2013, Ropiah has not looked back. She participated in two other programmes sponsored by Mubadala Petroleum - a computer literacy programme and a healthy cooking class.

“Six months ago I could not imagine I would be where I am today; earning almost RM 2000 a month with EPF contributions. Thank you from the bottom of my heart to Mubadala Petroleum, MyKasih and especially my coaches. You have been very compassionate to all us with all the wonderful programmes,” she said.

“I will always remember Sharmini’s words to me – Give the best and you will receive the best. *Diri you, Ropiah, sangat bernilai* (You, Ropiah, are worth it).”

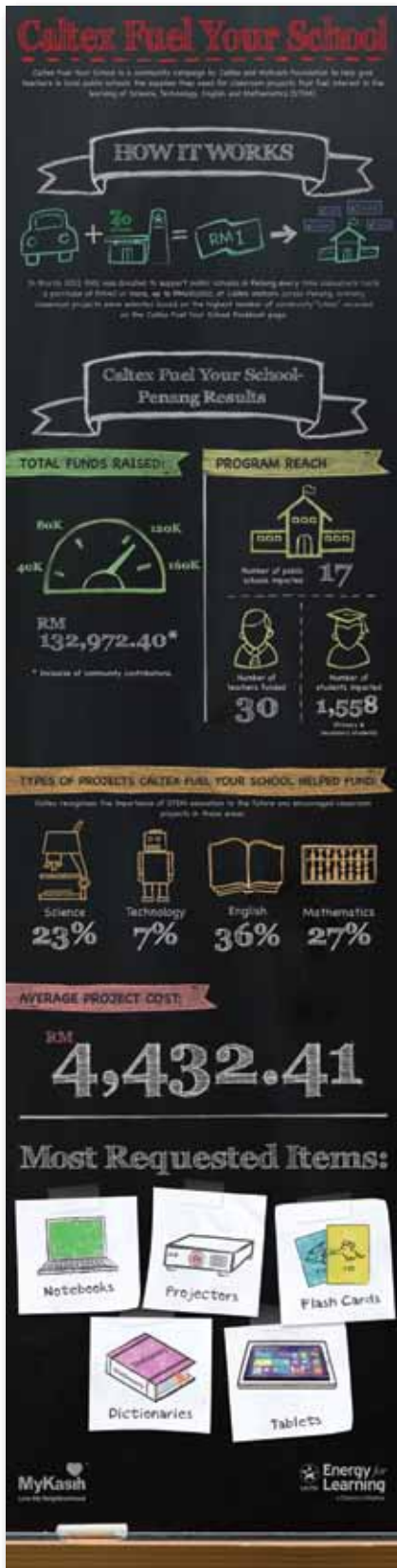


*Ropiah (centre) is all smiles upon receiving her graduation scroll from Mubadala Petroleum’s Communications Specialist, Mohd Yunus Mamat(left) and Life Coach, Sharmini Hensen (right).*



# FUEL YOUR SCHOOL

COMMUNITY CAMPAIGN DRIVES CHANGE FOR PENANG SCHOOLS



Endorsed by the Education Ministry of Malaysia, the Caltex Fuel Your School (FYS) community campaign raised more than RM 132,000 to promote the learning of Science, Technology, English and Mathematics (STEM) in Penang primary and secondary public schools.

The pilot campaign by Caltex and MyKasih Foundation, which kicked-off on 18 December 2012 and ran for a period of 3 months, funded 30 classroom projects in terms of much needed learning materials to spark the interest of students in core subjects.

To raise funds for this campaign, Chevron Malaysia, through its brand Caltex, had pledged a contribution of RM 1 for every purchase of RM 40 worth of fuel at Caltex stations across Penang.

Community support in the social media namely Facebook and YouTube, helped 30 teachers from 17 public schools across the State receive classroom project materials worth up to RM 5,000 per project. Out of the 48 classroom project submissions received by MyKasih, 40 projects were shortlisted and uploaded onto Facebook. Projects with the most number of “Likes” received from the public were selected as recipients of the RM 5,000 worth of materials by Chevron Malaysia.

Of these classroom projects, 19 benefitted “high needs” schools with at least 50 percent of its student population coming from low-income households. Materials requested ranged from computer notebooks and microscopes to dictionaries and even live rabbits!

MyKasih Foundation’s role was essentially to ensure the end-to-end integrity of the community campaign - from determining classroom projects most deserving, to ensuring materials purchased and funds raised were used strictly for the intended purpose.

Materials requested by each project were presented at their respective schools, delivered by representatives from Chevron Malaysia and MyKasih Foundation. Videos of the deliveries carried out for these winning projects can be found on YouTube under ‘Caltex Fuel Your School’.

Feedback from teachers and educators involved in the project was positive with all of them endorsing the community effort as playing a positive role in enhancing interest in the teaching and learning of STEM in a creative and fun way.

Winning teacher Wee Shwu Shyan from SJK (C) Kwang Hwa said, “Materials for my classroom project, ‘Doktor Muda Klinik Matematik’, motivate students who excel in mathematics to guide their weaker friends. This added support not only helps the students, but also reduces the burden of teachers.”



A personalised hand-written ‘thank you’ note from a student of SJK (C) Kwang Hwa, who is benefitting from the learning materials purchased under their classroom project “Doktor Muda Klinik Matematik”.

## Q1 Programmes & Activities

SK Kepala Batas Parent-Teacher Association (PTA) Chairman Mohamed Firdaus, who played an important role at encouraging the teachers to participate in the campaign, said that programmes such as Caltex Fuel Your School-Penang are important as it provides an opportunity for teachers to gain much required materials, which already stretched school and PTA funds.

The sentiment is echoed by SJK (T) Sungai Ara Principal Sangga Sinnayah, who added that the materials awarded help students enhance their levels of thinking. "This additional support for Tamil school students serves as a morale booster and helps make learning more interesting."

During the kick-off event held at the Caltex station in Seberang Perai on 18 December 2012, Chevron Country Chairman Jeremy Oh said, "Caltex is built on innovation. Caltex Fuel Your School helps provide future innovators with the resources they need to thrive. We urge educators to take this opportunity to fuel our children's competency in Science, Technology, English and Mathematics to pave a brighter journey for them tomorrow."

Jeremy added, "This has proved to be a social investment initiative that has made a difference to schools in need in Penang. We hope to replicate this community programme in Johor and Kedah later in 2013."

The community campaign is part of Chevron's global "Energy for Learning Initiative" which partners with local communities, government agencies and non-profit groups to expand learning opportunities and support the development of the social and economic vitality of these communities.

Present at the event, MyKasih Foundation Managing Director, Jeffrey Perera said, "We are delighted to work hand-in-hand with Caltex to create a nurturing environment for children to learn. We applaud our partner's innovative method in encouraging educators to come up with new learning programs to promote the teaching of core subjects. This community initiative showed how everyone can work together to make a difference and I hope this campaign's success will continue in the future."



**SJK (T) Sungai Ara** won 6 classroom projects - "Robotic Kids", "Computer & DJ Corner", "I Love English", "Reading Programme", "I Love Maths", and "Bakteria dan Kita".



**SK Machang Bubok** won 3 projects - "OOHHHH My O.H.P!!!! My Caltex!!!!", "Digital Learning in English Lab", and "Standing Tall with Caltex".



**SK Seri Sentosa** won 3 projects - "Excellent Reader", "Maths Explorer Corner", and "Little Astronauts".



**SJK (C) Perai** won 3 projects - "Interactive Teaching", "Word Builder", and "Jom Membaca".



**SK Kepala Batas** won 2 projects - "You Raise Me Up" and "Science Lab Makeover".



**SMK Taman Sejahtera** won 2 classroom projects - "Talk to the Board!", and "Show Me the World".



**SJK (C) Kwang Hwa** won "Doktor Muda Klinik Matematik".



**SMK (P) St. George** won "Oh! My English".



**SMK Desa Murni** won "Galeria Info Sains".



**SK Alma** won "The Science of Life".



**SK Bukit Minyak** won "Celik Digital".



SJK (T) Batu Kawan won "Mastering Maths".



SJK (T) Ladang Juru won "Increasing Learning in Mathematics".



SJK (T) Bukit Mertajam won "LEGO Mindstorm Robotics Programme"



SK Seberang Jaya won "SPEED".



SJK (T) Nibong Tebal won "English Fun Learning Centre".



SJK (T) Tasek Permai won "My Partner".



In March 2013, MyKasih food aid recipient and Mengecapi Aspirasi Diri (MAD) Programme graduate, Rozina Razali, was featured in Health & Beauty Magazine. This was in conjunction with the magazine's International Women's Day 2013 feature, showcasing successful single mothers. Titled 'Giving Single Mothers a Second Chance', the article was written by Geetha Lakshmayya, Editor of Health & Beauty.

## INTERNATIONAL WOMEN'S DAY 2013 - **SPECIAL**FEATURE

### **A Community Effort**

Having felt the pain of poverty as a child, Ngau Boon Keat founded MyKasih with the aim of enabling poor and needy families to earn independent livings while giving their children a chance to break out of the poverty cycle. Established in 2009, this non-profit organisation's "Love My Neighbourhood" programme engages communities to work together towards improving their lives, with support from donors and partners from all sectors of Malaysia.

Of the many programmes in place, its ePetrol's cashless payment system is one of the most widely accessible as recipients can use their MyKad as a debit card to buy their groceries at selected supermarkets. MyKasih also strives to educate their recipients with courses on health awareness, financial literacy, youth leadership and children's learning, among others. One particularly successful programme is the single mother's entrepreneur training and one happy participant is Rozina Razali.

Rozina, 43, is a single mother of five children and lost her husband a year ago. Even before her husband's death however, the family had been living on a full welfare scheme as her husband's diabetes and failing kidneys prevented him from holding down a permanent job. Being on welfare meant not having to pay rent but they had to take care of their own water and electricity bills. Her husband also needed regular dialysis treatments. "We lived hand to mouth for so many years and would not have survived if not for the monthly RM300 each from Baitulmal and Jabatan Kebajikan Masyarakat (JKM)," says Rozina. Under a similar welfare scheme, the children too were given RM600 each annually which Rozina made sure was only used for their schooling needs such as shoes, uniforms, books, stationery and food.

Not able to seek help from her family because they too had their hardships, Rozina found strength in the MyKasih Entrepreneurship Programme. Having always been rather shy, the training gave her the confidence to step out of her comfort zone and seek a means of living for herself and her children. She started a food catering business, selling nasi lemak on special orders.

"I only take orders because it's too difficult to estimate general food stall sales. I don't want there to be wastage," she says and is happy with her regular income of approximately RM1000 selling to school canteens. Private orders bring in more which she saves in a bank account for her children's future. Her third child who is 16 seems more interested in her ventures than the others. The older two are working while the younger two are still in school. "I tell my kids they have to learn how to be independent and do the best they can to live a decent life."

Rozina seems to make the most out of life despite her circumstances. She's excited about starting a course on chocolate making and has made a food truck application through the Persatuan Ibu Tunggal (Single Mother's Association) in Wangsa Maju. "If I get the food truck, the association will help

me get the license to sell food and teach me how to drive too!" she exclaims. Her determination to go further stems from something her late husband told her.

"When we were first married, we ran a burger stall and we did very well. He believed I was good with food. Then he fell ill but told me that when he got well, we should go back into the food business seriously," she says. "So in a way I want to make his dreams come true but I think I have also realized my true calling. I love cooking and when I see others succeed, I tell myself that I can do the same too."

**H&B**

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Tel: 03 7949 9691  
Email: [info@mykasih.com](mailto:info@mykasih.com)



## 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 your neighbourhood.

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:-

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#### 2 TELEGRAPHIC TRANSFER

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ABA Swift Code	<b>ARBKMYKL</b>
Bank Address	<b>No. 30,32 &amp; 24, Jalan SS2/61, 47300 Petaling Jaya, Selangor Darul Ehsan</b>

#### 3 CREDIT CARD

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

**[www.mykasih.com](http://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](mailto:info@mykasih.com) or +603 7949 9735.

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- 99 Speed Mart

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- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu (Dungun, Kerteh, Paka)
- PSPK Selayang
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary Club International (nationwide)
- SOLS 24/7
- Sabah Women Action-Resource Group (SAWO)
- Women of Malacca Action Club

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