



# MyKasih News

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## Federal Government Pilots Cashless Rahmah Aid With MyKasih

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## Yayasan Hartalega Cares For 600 Students

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## Hess Asia And Partners Pitch In For Community Wellbeing

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# Chairman's Message

2023 has been a significant year for MyKasih. The Federal Government piloted the Sumbangan Asas Rahmah (SARA) cashless welfare programme using our MyKad payments technology. We delivered food aid and brought impact to more than 112,000 B40 households throughout Peninsula Malaysia over a period of six months. With the successful conclusion of SARA this 2023, we are set to double, if not triple, our efforts to execute SARA in 2024.

Additionally, we kept the momentum going for educational and school sports development initiatives, as well as community livelihood programmes supported by corporate donors. We ran 15 programmes with DIALOG Group, Deleum, Hess Asia, Micron, Yayasan Hartalega, Linde, Oxy Malaysia, Malaysia Airports, and many others. We also partnered with PAN Productions and staged our annual musical fundraiser in aid of the Orang Asli Children's Education Fund.

As we reflect on 2023, some key takeaways are:-

- **Brand** – the MyKasih brand is synergistic with the cashless method of welfare distribution via the MyKad.
- **Efficient** - we achieved more with less. Our work on SARA has proven that we can deploy and disburse aid efficiently and account for the ringgits spent by recipients.
- **Teamwork** – despite our lean resources, we worked as a team together with our collaborative partners to execute projects.

We will be reinvesting our 2023 achievements and lessons learnt into 2024 and beyond. We continue to offer our MyKad-driven cashless payment system to those interested in targeted access and poverty alleviation through food security and education.

Together, we can do much more. We hope that others will be inspired to join hands with us to improve the lives of families still living in poverty. Our focus is to align and work with highly talented and engaged people, fueled by passion for humanity, to ensure that we grow our charitable footprint in the coming years.

Strategic collaborations and optimisation of humanitarian efforts will allow for resources to be devoted into delivering quality and impactful work. On that note, I would like to express my heartfelt appreciation for the support from our donors, programme partners, beneficiary schools and over 600 retail outlets nationwide.

I am also incredibly proud of the passion and enthusiasm of each member of the MyKasih Team. Your tireless efforts have touched and transformed the lives of those in need. May we remain kind and compassionate as we persevere in our mission of creating loving and caring neighbourhoods all over Malaysia.

**TAN SRI DR NGAU BOON KEAT**

Chairman and Co-Founder



# About ™ MyKasih

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

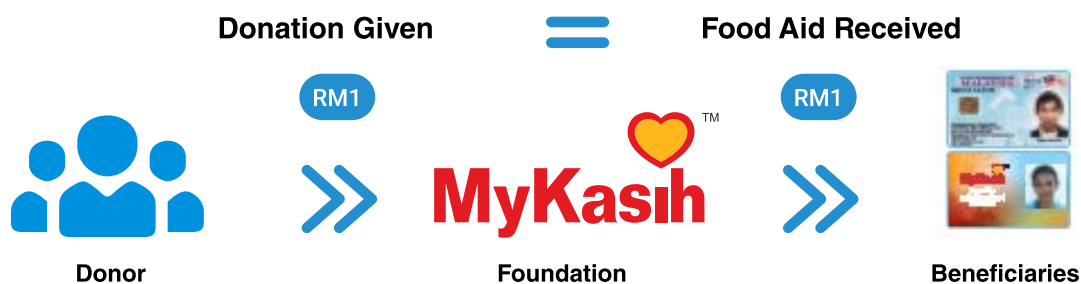
MyKasih not only aims to improve nutrition through its food aid programme but also strives to transform families

through skills training and education - especially for their children - to break the poverty cycle and give them hope for a better future.

What is significant is that MyKasih uses leading-edge technology to support its aid distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system

developed by DIV Services Sdn Bhd, a subsidiary of DIALOG.

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



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

## Our Food Aid Programme

The MyKasih 'Love My Neighbourhood' is a cashless food aid programme which reaches out to families earning a combined monthly household income of RM1,500 and below. Recipients receive a monthly allowance through their MyKad account, which can be spent on approved essential items at partner retail outlets.

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



## Our Student Bursary Programme

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



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



### Sustainability Initiatives

In addition to cashless aid, the foundation provides opportunities for beneficiaries to achieve food security and financial independence. These interventions include basic health screening, food cultivation (fruits and vegetables), farming (fish, chickens and bees), skills and entrepreneurial training, financial literacy and income-generation projects to help urban households and rural communities improve their quality of life.

### Orang Asli Children's Education Fund

MyKasih intensified its efforts in Orang Asli communities through the OA Children's Education Fund which was set up 2015 by Puan Sri Jean Ngau. The fund currently supports nine rural community-initiated learning centres (locally known as Pusat Didikan Komuniti, PDKs) in Perak and Pahang.

The 400 students at these PDKs are taught by local OA teachers from the community itself using specially curated indigenous modules and lesson plans focusing on basic literacy (Reading, Writing, Counting, and Comprehension).

The PDKs are also supported through the establishment of food farms to ensure food and nutrition security as the communities reduce chronic malnutrition and stunting among the young.



### How You Can Help...

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

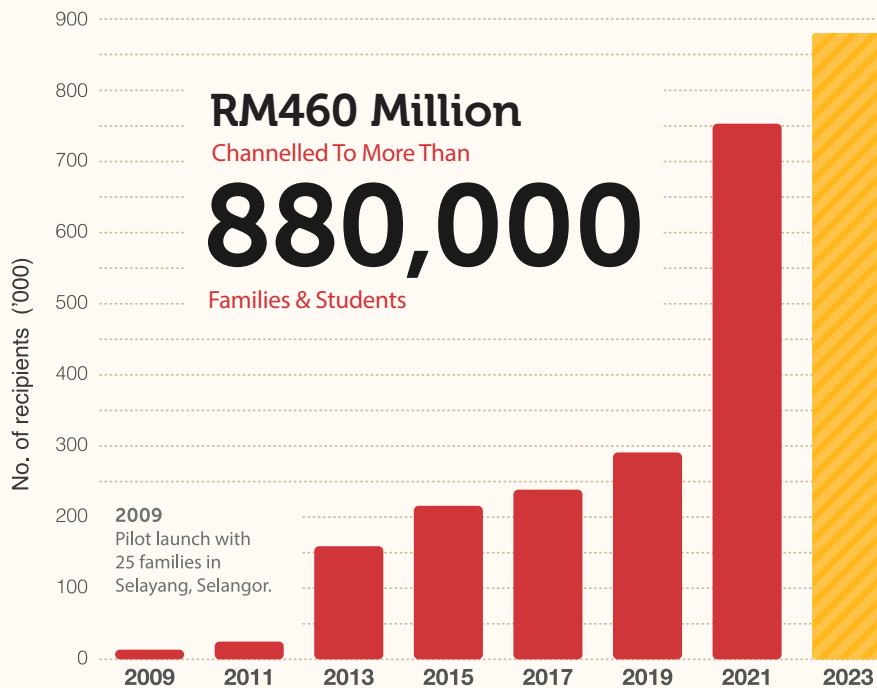


Every ringgit goes a long way in making a difference. All cash donations to MyKasih Foundation are tax-exempt and are passed in full to the beneficiaries.

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

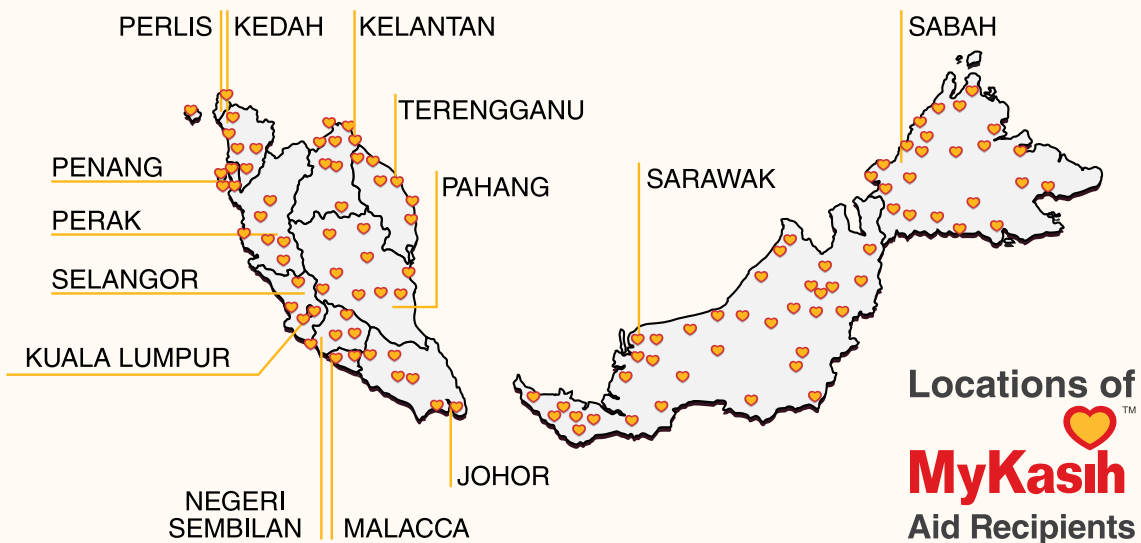
# MyKasih Today

MyKasih started with a pilot MyKasih 'Love My Neighbourhood' food aid project involving 25 families back in 2009. By the end of 2023, we have channelled **RM460 million** via the MyKasih cashless payment system to more than **880,000 families** in over 400 locations nationwide, which include primary and secondary student beneficiaries aided through the MyKasih 'Love My School' bursary scheme.



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

The Federal and State Governments, as well as Zakat agencies, have also been using the innovative MyKasih system for their respective welfare programmes.



# Board Of Trustees



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Chairman & Co-Founder



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## Vision & Mission

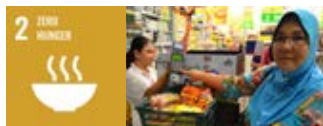
“ creating **loving and caring neighbourhoods**  
through **food aid and education** ”

# MyKasih And The UN SDGs

MyKasih programmes are aligned with 13 out of the 17 SDGs as described below:



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



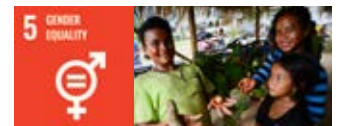
**Zero Hunger:** Our targeted cashless food aid and community food security projects ensure that families' basic need for food is met. Beneficiaries are given training in the relevant skills for decent work and gainful employment, which in turn translates to more income for household food expenditure.



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



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



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



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



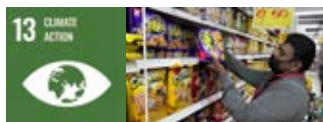
**Industry, Innovation and Infrastructure:** Our MyKad-based MyKasih cashless payment system ensures that aid is delivered in an efficient, secure and transparent manner to targeted beneficiaries. We continue to innovate to ensure our welfare delivery methods remain relevant and useful.



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



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



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



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



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



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





# Federal Government Pilots Cashless Rahmah Aid With MyKasih



SARA recipients registering at a Lotus's outlet in Kelantan before their first purchase under the food aid programme.

In June 2023, MyKasih Foundation was appointed by the Federal Government to pilot a six-month cashless food aid programme for the poor. This followed MyKasih's successful completion of the PRIHATIN Kasih cashless food aid project during the COVID-19 pandemic in 2021 which benefitted more than 137,000 recipients.

The Federal Government had announced in July 2023 that up to a total of 200,000 Sumbangan Tunai Rahmah (STR) recipients who fall under the 'poor' category in the Government's e-kasih database would receive Sumbangan Asas Rahmah (SARA) aid amounting to RM600 starting 17 July 2023. The aid is given through the 'Social Protection for the Needy' initiative, primarily meant to help the less fortunate obtain food supplies to meet basic needs and reduce the cost of living.

SARA recipients in Peninsula Malaysia

received RM100 each month via the MyKasih MyKad platform for a period of six months ending December 2023. For those in Sabah, Sarawak and Labuan, the aid was credited in a lump sum to their Bank Simpanan Nasional (BSN) accounts on 7 August 2023.

Leveraging on a network of over 600 partner retail outlets nationwide, MyKasih deployed the assistance in a staggered approach, with recipients in Terengganu, Kelantan, Kedah, Penang, Selangor, Kuala Lumpur and Negeri Sembilan commencing first on 17 July. Recipients in the states of Johor, Melaka, Perak, Pahang and Perlis commenced two weeks after on 31 July.

The SARA 2023 six-month programme concluded successfully on 15 January 2024. 112,561 recipients did their monthly food aid purchases using their MyKad and spent a cumulative amount of RM66.3 million.



**RM66.3 million**  
spent



**112,561**  
families supported with  
cashless food aid

"We are grateful to the Government for trusting us with this project. Implementing the SARA initiative has been an insightful experience, and we are happy that the project rolled out smoothly. We have since made upgrades and improvements to the MyKad cashless payment system to be able to handle higher volumes and more products. We are equally grateful for the support of all the participating retail outlets in ensuring the success of the programme."

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



SARA recipients showing their shopping cart after paying with their MyKad.

Starting November 2023, the application for STR will be open throughout the year. The government had also decided to expand the Sumbangan Asas Rahmah (SARA) from 200,000 to 700,000 STR recipients in 2024 and to extend the disbursement period of RM100 per month to 12 months, compared to six months previously.

The 2024 SARA programme would also see an expanded list of approved items made available to the recipients, such as selected over-the-counter medicines, schooling items and personal hygiene care products.

“

**So how do we associate cash transfers with rationalised subsidies?**

One approach we piloted this year is helping us make that link.

Through our work with MyKasih, over 100,000 households received RM100 every month through their MyKads to buy basic goods at grocery stores.



**Datuk Johan Mahmood Merican,**  
treasury secretary-general,  
Ministry of Finance,  
on BFM's Breakfast Grille

Source: BFM Radio.  
Datuk Johan Mahmood Merican on Budget 2024.



SARA recipients only need to show their MyKad when purchasing groceries. They are also allowed to make transactions at different outlets if the essential items they need are not in stock.



Cashier scanning the items approved under the food aid programme.



There is a tracking system to show how much balance is left in their MyKad account. Any balances can be carried forward to the next month.



Recipients can shop at any of the partner retail outlets participating in the MyKasih cashless food aid programme.



Deputy Finance Minister II, YB Datuk Seri Haji Ahmad bin Haji Maslan interacting with SARA recipients during his visit to GS Mart in Pontian, Johor on 20 August 2023.



Recipients being briefed on the mechanics of the SARA programme.



Deputy Finance Minister II, YB Steven Sim visited Lotus's Bukit Mertajam, Penang on 24 July 2023 to observe the SARA programme in action together with representatives from the Ministry of Finance and the Inland Revenue Board.

# Yayasan Hartalega Cares For 600 Students

As part of Yayasan Hartalega's ongoing commitment to give back to the community, the Corporate Social Responsibility (CSR) arm of Hartalega continued its yearly support of 600 underprivileged students from six schools in Bestari Jaya, Selangor.

For seven months from September 2023 to March 2024, each student received a cashless allowance of RM100 per month through their MyKasih smartcard, allowing them to make cashless purchases of food and schooling supplies from their school canteen and bookstore respectively.

A total of RM420,000 was contributed to this cause through the MyKasih 'Love My School' (LMS) cashless student bursary programme to support the students. The six schools involved are Sekolah Kebangsaan Parit Mahang; Sekolah Kebangsaan Bukit Badong; Sekolah Kebangsaan Bestari Jaya; Sekolah Kebangsaan Ijok; Sekolah

Kebangsaan Jaya Setia; and Sekolah Kebangsaan Rantau Panjang in Bestari Jaya. Students from these schools are predominantly from low-income households whose parents work in nearby factories and plantations.



A MyKasih technician guiding a student on how to use the smartcard to make a purchase.



**RM420,000**  
contributed



**600**  
students supported with bursaries



Students testing out their smartcard.



Students of SK Rantau Panjang showing their gratitude to Yayasan Hartalega for continuing to support them for another year.



Yayasan Hartalega CSR Executive, Faez Ariff encouraging the students to make full use of the benefits of the bursaries and to do their best in class.



“The impact of this programme goes beyond numbers – it’s about #TouchingLives and empowering future generations. We are delighted to continue our partnership with MyKasih Foundation who share the same commitment as we do to enrich the lives of those in need. We believe in giving out best to ensure that those who need it most, have the opportunity to attain what they need – be it food or education. Together with MyKasih Foundation, we strive to make a difference and foster a positive change in the community.”

Yayasan Hartalega Head of Operation, Melissa Majid.



Students listening to their teacher explain about the mechanics of the MyKasih 'Love My School' cashless bursary programme sponsored by Yayasan Hartalega.

# Hess Asia And Partners Pitch In For Community Wellbeing

Hess has been partnering with MyKasih since 2019 to provide families and students from underprivileged backgrounds with cashless food aid and student bursaries.

In 2023, Hess continued supporting 41 Orang Asli students of Sekolah Kebangsaan (SK) Pasir Linggi, Kelantan with monthly cashless bursaries for the full 2023 academic year. This assured the students of their daily meals, as well as stationeries and books needed for classroom lessons.

In September, the oil and gas company, along with its strategic partners ICON Offshore and Tok Bali Supply Base, kicked off their Environmental, Safety, and Health Awareness campaign. After a safety awareness talk with primary students of SK Parang Puting in Kota Bharu, Hess also engaged with approximately 200 community members to remove litter from Pantai Bisikan Bayu, a tranquil stretch of soft sandy beach near the border between

Kelantan and Terengganu.

The day concluded with the launch of the 'Love My Neighbourhood' cashless food assistance for 103 Tok Bali households. Each recipient received RM100 to spend at neighbouring retail outlets like Econsave Pasir Putih.

In Kuching, Sarawak, two homes, namely the Sarawak Cheshire Home and the Sarawak Home Salvation Army, each received a one-off RM2,500 food aid support. The contributions were channeled via the caregivers' MyKad which enabled them to shop for essential food supplies for the residents who comprise of children and families in-need to people with disabilities.

In concluding a meaningful year of giving back to the community, Hess renewed their support of the school bursary and food aid programmes for the 2024 amounting to RM200,000.



**RM44,520**  
contributed



**41**  
students supported  
with bursaries



**100**  
families supported  
with one-off food aid



**2**  
homes supported with  
one-off food aid



Armed with plugging tools, the volunteers set out to pick up rubbish from the beach.



100 Tok Bali coastal fishing community members plus 100 volunteers from Hess, ICON Offshore, Tok Bali Supply Base, and youths from Institut Kemahiran Tinggi Belia Negara participated in cleaning up Pantai Bisikan Bayu.



Hess and the Tok Bali villagers working together to keep Pantai Bisikan Bayu pristine.



"We take pride in supporting communities in need, such as the Orang Asli, by providing food aid, student bursaries, and implementing safety and environmental programmes. Our heartfelt thanks go to MyKasih for ensuring our contributions reach those who need them most. We are enthusiastic about our ongoing partnership with MyKasih and are committed to making a significant impact on more communities in 2024."

Hess Vice President of Asia, Dato' Zhiyong Zhao.



The beach clean event was held in conjunction with the International Coastal Clean Up month of September.

# JTI Malaysia Injects Resilience Into Urban And Rural Communities

**J**apan Tobacco International (JTI) continues to invest in communities nationwide through various programmes via MyKasih.

In addition to providing cashless food aid support to 1,000 families in need, JTI contributed RM150,000 towards the Langkawi MAH-SURI sewing skills training programme. The initiative empowered 100 B40 women, single mothers, and men with skills to produce and sell clothing, lifestyle accessories and other high-quality products from upcycled materials (e.g. used denim

and hotel linen).

After six months of training which commenced in May 2023, the MAH-SURI participants graduated in October at Sri Kijang BNM Resort in Langkawi, Kedah. They also benefitted from an informative talk on financial literacy so that they can better manage the income they had begun earning. Following the success of the training programme, SURI Lifestyle will be opening the SURI-Kilim Hub in Ayer Hangat, Langkawi, to serve as a training and production center.



**RM359,800**  
contributed



**1,000**  
families supported with cashless food aid



**100**  
women in Langkawi participated in sewing skills programmes



**2**  
Orang Asli communities supported with rebuilding & recovery, food security projects



Participants cutting fabric during the sewing class.



The ladies displaying their finished products made from upcycled denim.



SURI Lifestyle's mentor and fashion icon, Faisal Abdullah (far left) explaining to conference delegates about the MAH-SURI initiative that's benefiting B40 women in Langkawi through income-generation opportunities.



Models showcasing some of SURI's work during a fashion show at the Datai Langkawi on 14 December 2023.



JTI's support also reached the rural Orang Asli communities of Perak and Pahang. In Perak, the Orang Asli of Ong Jangking in Gerik had to relocate and rebuild their homes which had been damaged by a herd of elephants in June 2023. JTI allocated RM20,000, enabling the community to procure a small single-engine boat to transport materials across the river, solar systems to power their homes, and a pump system to access water.

Meanwhile in Raub, Pahang, JTI channelled RM94,200 towards the maintenance of village vehicles critical in the transportation of materials and produce for the chicken and vegetable farms of the Orang Asli communities in Kampung Ruai Ulu and Kampung Ruai Tengah. The village vehicles go through frequent wear and tear due to the bad rural road conditions connecting the communities to the main roads.



A home in Kg Ong Jangking destroyed by elephants.



The single-engined boat donated by JTI to Kg Ong Jangking.



A fleet of vehicles serving the people of Kampung Bertang and Kampung Ruai in Pahang. JTI's support ensured that the vehicles continued running to support the communities' livelihood activities.

With JTI's support, the communities were able to successfully raise and sell two batches of chickens (500 chickens in total) between August and December 2023. Additionally, the Orang Asli completed three harvest cycles of vegetables and fruits (e.g. chillies, bananas, pumpkin, brinjals) from their farm. Each cycle provided them with an average of 25 kg of produce to feed their families.



Chillies in polybags in Kampung Ruai.



Papayas, brinjals, and a variety of other fruits and vegetables are being planted for domestic consumption.



Chicken farming provides a source of income for the farmers and also contributes to the community fund.

In continuing their community investment efforts, JTI pledged another RM155,600 for programmes in 2024. Broadly, the support will cover cashless food aid for B40 families and OA communities nationwide, and another round of SURJ Langkawi women's skills training programme aimed at providing livelihood opportunities.

# Linde's Community Engagement Focuses On Safety & Leadership

Linde Malaysia works towards its sustainable development goals through community engagement programmes in partnership with MyKasih.





The industrial gas supplier has been supporting the Orang Asli students of Sekolah Kebangsaan (SK) Bukit Tampoi in Dengkil, Selangor, via the 'Love My School' cashless bursary programme since 2022.

In addition to providing the SK Bukit Tampoi Orang Asli students with daily canteen meals and classroom supplies over the years, Linde also sponsored

a leadership camp for 45 B40 youths in Bayan Lepas, Penang over the weekend of 9 - 10 December 2023. The participants, aged between 13 and 17 years, were students from the community. They were joined by children of Linde's employees who enriched the group dynamics during the Linde Leadership Youth Camp.

Families of the youth camp participants were also provided a one-off RM100 allowance to shop for essential food items at nearby retail outlets under the 'Love My Neighbourhood' cashless food aid programme.



-  **RM101,232.60** contributed
-  **75** students supported with cashless bursaries
-  **45** youths participated in a leadership course
-  **42** families supported with cashless food aid



20 enthusiastic Linde staff volunteers conducted a safety awareness campaign at SK Bukit Tampoi, Dengkil, Selangor, on 22 August 2023.



The campaign educated the children on the dangers of liquid nitrogen.



The students engaged in interactive activities such as lifting safely and avoiding slips, trips, and falls.



Conclusion of the safety awareness campaign with the students of SK Bukit Tampoi.



Linde Malaysia's Managing Director, Hoo Peih Yoke, opening the 2-day camp with a motivating welcome speech to the young future leaders

In Linde, we believe in providing limitless ways for people to succeed, unlock the potential and make a positive impact to the world, and our partnership with MyKasih assures us that our contributions reach the intended recipients. Through the safety awareness and leadership programmes with SK Bukit Tampoi and Penang's B40 youths respectively, we hope these young minds will be better equipped to navigate their physical and social surroundings safely and confidently in the future."

Linde Malaysia Managing Director, Hoo Peih Yoke.



Linde staff sharing about their operation plant in Penang to the youth campers.



The campers engaged in group activities and discussions that aim to foster leadership skills, critical thinking, confidence, and creativity.



The Linde Leadership Youth Camp concluded after 2 days of interactive and motivating activities led by M.A.D. Movement.

# Indigenous Youths Graduate With Vital Skills In Organic Farming And Food Business



PACOS Trust Founder and Executive Director, Anne Lasimbang (seated middle) with representatives of other supporters of GKC (Yayasan Bank Rakyat) and the graduates of 2022/2023.

In December 2023, 15 students graduated from a two-year vocational study at the Guwas Kuposizon Centre (GKC) in Penampang, Sabah. The initiative was jointly supported by Yayasan Bank Rakyat, which gave the graduates seed funding to start their own businesses.

GKC is a school for experiential and entrepreneurial development which focuses on hard skills in organic farming and food technology, as well as soft skills in entrepreneurship and

personal development (confidence and motivation). The centre welcomes students aged between 15 and 25 years who are keen to make a positive difference in their community.

With funding support from Linaco Group via the MyKasih OA Children's Education Fund, the five Pahang graduates, who are also teachers in their respective community learning centres will be better equipped to impart vital life skills and open new livelihood opportunities for their community members.



Visitors touring the food garden at the GKC SEEDS center in Penampang, Sabah. GKC students learn sustainable farming practices and other life skills which they hope to bring back to their respective communities.



**RM112,002.85**  
contributed



**5**  
OA youths from Pahang supported over two years

The five Pahang graduates are from the communities which MyKasih supports via the Pusat Didikan Komuniti (PDK) or community learning centres.



**Norliza** hopes to work with her community, inspiring them to implement more environmentally-friendly and sustainable farming practices.

**Wak Rindu** plans to establish a cooperative and an eco-tourism centre which will also serve as an educational space to teach youths about organic farming.



**Wak Otah** picked up on activities that build leadership skills and self-confidence. She hopes to expose her community members to similar activities for their personal growth.



**Wak Kanan** found the lessons on traditional handicrafts (basketry & wrist bangles), and pineapple and coffee processing particularly interesting. She hopes to share this knowledge with her people.




**Wak Ana** is excited to begin some farming projects in her community and share her knowledge with the younger generation.

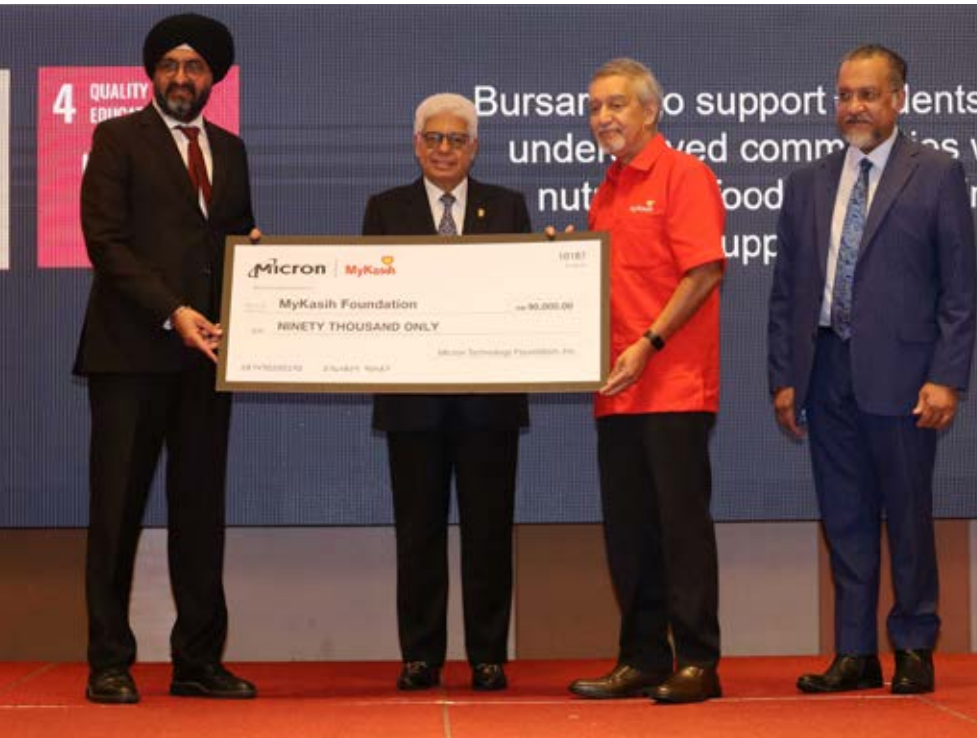


# Micron Supports 186 Students In Penang And Johor



 **USD20,000**  
contributed

 **186**  
students supported with bursaries



Present during the mock cheque handover were Yang di-Pertua Negeri Pulau Pinang, TYT Tun Dato' Seri Utama Ahmad Fuzi bin Haji Abdul Razak (second from left), Penang Deputy Chief Minister II, Yang Berhormat Tuan Jagdeep Singh Deo (far right), Micron Technology Corporate Vice President and Country Manager (Malaysia), Amarjit Sandhu (far left), and MyKasih Foundation Deputy Chairman, Jeffrey Perera (second from right).

**M**icron Technology, a world leader in innovative memory solutions, continues its efforts to enhance the quality of life for the underprivileged. Through its US-based Micron Foundation, Micron Technology Malaysia has contributed USD20,000 (equivalent to RM88,200) to support a total of 186 students in Penang and Johor.

93 students in SK Padang Tembak, Georgetown, Penang and 93 students in SK Parit Jawa, Muar, Johor will be provided with a monthly bursary of RM60 under the 'Love My School' cashless bursary programme from July 2023 to February 2024. The bursary allows eligible students from B40 families to spend at their school canteen and school bookshops.

This partnership with MyKasih Foundation and other community impact partners was announced on 14 September 2024 at Micron's Impact Agenda 2023/2024 launch held at the Eastin Hotel. The event was graced by TYT Tun Dato' Seri Utama Ahmad Fuzi Bin Haji Abdul Razak, Yang di-Pertua Negeri Pulau Pinang and Yang Berhormat Tuan Jagdeep Singh Deo, Penang Deputy Chief Minister II, with teachers and students from SK Padang Tembak in attendance.

MyKasih Foundation will continue to work with Micron on its mission to advance inclusive and resilient economic growth to enrich life for all, reaching underserved populations and enabling diverse pathways to science, technology, engineering and mathematics.



A student from SK Padang Tembak, Penang learning how to use his smartcard in school.



The monthly cashless bursary eases the financial burden on the students' families.

# Oxy Malaysia Gives Orang Asli Education A Boost

In conjunction with World Indigenous People's Day celebrated on August 9 every year, Oxy Malaysia ran a 'We Care For Children's Education' campaign with students from Sekolah Kebangsaan (SK) Sungai Judah, an Orang Asli school situated in Kuala Langat, Selangor.

The anti-acne skincare brand under Rohto-Mentholatum Malaysia contributed RM50,000 to enhance the educational experience for all 140 Orang Asli students at SK Sg Judah. The funds will support after-school literacy classes, the establishment of a mini orchestra, and the provision of smart TVs and mini libraries in all classrooms.

The school anticipates that Oxy's financial support will not only foster increased attendance rates but also elevate the literacy levels of their students, addressing key challenges in ensuring equal educational opportunities for every Orang Asli child.



**RM50,000**

contributed



**45**

students supported with after-school literacy lessons



**7**

classrooms equipped with mini libraries and smart TVs



**1**

mini orchestra established



Rohto-Mentholatum Malaysia General Manager, Lim Mei Yuen (middle), and Watsons Malaysia Managing Director, Caryn Loh (second from left), presenting a mock cheque of RM50,000 to the school.



Students receiving goodie bags from Oxy during the half-day celebration. Oxy's generous contribution to the school hopes to facilitate quality education for Orang Asli students throughout their academic years.

OXY's commitment to the 'We Care for Children's Education' goes beyond skincare. Recognizing that education is an essential element to unlock the full potential of every child, OXY Malaysia is proud to partner with MyKasih Foundation in contributing towards a brighter future for the Orang Asli students at SK Sg Judah. Together, we hope to bridge educational gaps and nurture young talents and foster the leaders of tomorrow."

Rohto-Mentholatum Malaysia General Manager, Lim Mei Yuen.



Oxy staff helping to set up smart TVs in each classroom.

# Sunway XFarms & TNB Donate Greens For Food Security

Throughout August and September, Sunway XFarms in collaboration with Tenaga Nasional Berhad (TNB), distributed 800 bags of vegetables to 800 low-income households in various PPR flats around Kuala Lumpur. Each bag weighs approximately 750 grams, consisting of freshly harvested mixed greens including *pak choy*, *sawi*, salad greens and more.

Sunway XFarms is a sustainable urban farm venture under the Sunway Group, producing 100% pesticide-free and sustainably grown vegetables to address Malaysia's food security. Their CSR mission is to nourish the underprivileged communities with safe, clean and nutritious vegetables.

Prior to the collaboration with TNB, Sunway XFarms had also worked with MyKasih to deliver fresh vegetables to students in high-need schools such as Sekolah Kebangsaan Bukit Lanjan, Sekolah Kebangsaan Kampung Tunku, Sekolah Kebangsaan Bangsar, Sekolah Kebangsaan Castlefield and Sekolah Kebangsaan Ladang Bukit Jalil.

In total, Sunway XFarms distributed a total of 927.5kgs of fresh, nutritious vegetables to 1,236 families in MyKasih-supported communities. We applaud this initiative by Sunway XFarms and hope to instil the love for greens among the community.



**RM12,000**  
contributed



**927.5kg**  
of fresh vegetables  
donated to 1,236 families



Even the elderly need a healthy dose of vegetables in their diet.



In an effort to promote healthy eating among children, Sunway XFarms donated a total of 90 bags of vegetables to SK Bukit Lanjan.



A total of 200 families received bags of mixed greens from Sunway XFarms, courtesy of Tenaga Nasional Berhad.



Pesticide-free, healthy, and nutritious greens grown at Sunway XFarms sustainable smart farms and distributed to the underserved communities.

# AMD Fosters Conducive And Experiential Learning For Children

In May 2023, Advanced Micro Devices (AMD) channelled funds towards the refurbishment of two rural community learning centers in Gerik, Perak. The two centers in Kampung Ong Jangking and Kampung Ong Jelmol teach basic literacy to Orang Asli children.

With the growing number of students enrolling over the years, AMD's contribution was timely as it helped the community improve and expand the PDK centers, enabling more than 80 children to continue learning in a safe and conducive environment.



PDK Ong Jangking lessons were held in the teacher's home, which is too small to fit the growing number of students over the years.

In other locations, AMD contributed a robotics kit and aquaponic systems to two primary schools respectively: Sekolah Kebangsaan (SK) Batu 14 in Tapah, Perak and Sekolah Jenis Kebangsaan Tamil (SJKT) Ladang Bukit Jalil in Kuala Lumpur.



SK Batu 14 students were excited to get started on the robotics kits.



**RM55,388.28**

contributed



**2**

community learning centers refurbished



**2**

schools benefitted from STEM education materials

"We are delighted to collaborate with MyKasih Foundation to support students from underprivileged backgrounds with STEM education. From refurbishing rural learning centers in Gerik to providing cashless bursaries, robotics kits and aquaponic systems in Klang Valley schools, we are assured that our charitable contributions reach those truly in need. We look forward to opportunities in the near future to sustainably and meaningfully impact communities, ensuring that no one is left behind."

AMD Cyberjaya Leadership Team (CJLT).



The robotics kit received by SK Batu 14 allows students to explore the exciting world of robotics and automation.





For SJKT Ladang Bukit Jalil, the two aquaponic systems provide an interactive hands-on outdoor classroom setting to teach environmental science and food security.



AMD staff and SJKT Ladang Bukit Jalil students worked together to plant fruiting trees around the school.

In addition to supporting STEM education, AMD's support includes providing 50 SK Batu 14 students with daily meals and classroom supplies via the 'Love My School' cashless bursary programme. This contribution not only encourages higher attendance rates among students but also alleviates the families' financial burden to keep their children in school.



In addition to tree planting, AMD staff also helped paint murals on the school walls.



The semiconductor company concluded their year of giving with AMD Care Day on 3 November 2023. 80 employee volunteers engaged with the SJKT Ladang Bukit Jalil school community through a day of mural painting and planting of fruit trees in the school's compound.

# FWD Insurance Berhad Puts Food On The Table For Urban Poor



**RM8,000**  
contributed



**32**  
families supported with  
one-off food aid



Recipients selecting approved products under the MyKasih food aid programme, using their MyKad to pay at designated cashier counters, and tracking fund balances from the sales receipts generated. The process is seamless, user-friendly and efficient.



**O**n 22 December 2023, 32 families from Abdullah Hukum Apartments in Lembah Pantai, Kuala Lumpur, went to the neighbourhood TMC retail outlets to shop for essentials under the 'Love My Neighbourhood' cashless food aid programme.

Each family received a one-off sum of RM250 via their MyKad to shop for approved essential food items such as rice, noodles, beverages, eggs, cooking oil, canned foods and more.

In conjunction with the 10xFWD Step It Up Challenge charity donation drive, RM8,000 was raised by FWD Insurance Berhad ("FWDIB") based on the number of steps the staff had achieved during the company wide challenge. The company reached out to a local NGO to identify eligible families from the apartment community to receive aid. The verified low-income households were then registered onto the MyKasih food aid programme and each household's nominated recipient had their MyKad account activated with the RM250 allowance.

FWDIB representatives were present during the programme's briefing session on 22 December 2023 at the TMC retail outlet. They met the beneficiaries and observed how the proceeds from the donation was spent by the beneficiaries, to put food on the table for their families.



The beneficiaries were thankful for the assistance given, allowing them to fulfil the needs of their families.

# 100 Lucky Students Treated To A Circus



In keeping with its annual tradition MyKasih treated 100 primary students from Sekolah Kebangsaan Bukit Lanjan with happy meals at McDonald's and brought them to the circus in July.

The Swiss Dream Circus had returned to Malaysia in July after a three-year hiatus. They had set up opposite the MyKasih office at Mutiara Park in Mutiara Damansara and showcased 11 types of performances. The circus sponsored 100 tickets for MyKasih Foundation's beneficiaries, which benefitted the nearby Damansara Perdana community of SK Bukit Lanjan.

*"We truly appreciate the generosity of the Swiss Dream Circus for the tickets and to DIALOG for the outing. We are blessed to have had this opportunity so close to the neighbourhood. We look forward to the circus again next year!"*

SK Bukit Lanjan Headmistress, Puan Fazilawati Binti Abu Bakar.



*The show was an unforgettable experience for the children who had never been to a circus.*



*All 100 students and 20 teachers that attended the show thoroughly enjoyed themselves, audibly 'oohing' and 'aahing' at the thrilling acrobatic acts, grooving to the beats of the singers and dancers, and appreciating the clown's comedic antics.*

# 'The Producers' Charity Musical In Aid Of The OA Children's Education Fund



Besides classroom materials, the Orang Asli Children's Education Fund also provides school uniforms, school bags, and stationeries for the Orang Asli children.

A musical titled "The Producers" by PAN Productions was staged on 27 July at KLPAC (Kuala Lumpur Performing Arts Centre). The event raised RM125,192 from donations and ticket sales in aid of the MyKasih Orang Asli Children's Education Fund.

Since the fund's establishment in 2015, RM4.3 million has been distributed

towards Asli children's schooling initiatives in both urban and rural areas to help ensure that no child is left behind.

In addition to supporting Asli communities via MyKasih, DIALOG's support in staging The Producers also gave the performing arts industry a boost.

  
**MyKasih**



**RM125,192**  
raised



Funds raised for the Orang Asli Children's Education Fund help enable access to 21st century learning materials for the Pusat Didikan Komuniti (PDK or community learning centers) in rural Orang Asli communities.



Besides classroom sessions, physical education is also incorporated into the schedules of the PDKs to encourage holistic development of the Orang Asli children.



One of the main priorities of PDKs is to ensure Orang Asli children have basic literacy before they move on to join their peers in national schools. With smaller class sizes, the PDK teachers, who are members of their own communities and are given a small allowance with funds from the Orang Asli Children's Education Funds, are able to provide more attention to each student.



PAN Productions Peter Ong (far left) and Tunku Alizakri (far right) with MyKasih co-founders Tan Sri Dr Ngau Boon Keat and Puan Sri Jean Ngau (second and third from right), and MyKasih Deputy Chairman, Jeffrey Perera (second from left).



Peter Ong playing Max Bialystock in *The Producers*. Made up entirely of Malaysians, the productions team and the cast comprised of 51 people.

“We would like to thank you for your gracious support of ‘The Producers’ charity musical and hope that everyone had a truly enjoyable night at the theatre. Your support has contributed greatly towards nurturing and educating young ones in the rural indigenous villages of Malaysia. The main aim is to ensure nutrition security, reduce school drop-out rates and increase literacy rates among the Orang Asli. The children’s exposure to early education in their own community will hopefully give them a great head start and better prepare them for primary school beyond their village. We look forward to continued collaborations with PAN Productions in support of this good cause”.

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



The musical comedy displayed impressive talent from Malaysia’s performing artistes. The energetic performance, coupled with impressive vocals, gave the audience a night to remember.

# DIALOG Encourages Sports For Overall Children's Development

As part of MyKasih's on-going support of schools under the 'Love My School' student bursary programme, sports are encouraged to promote overall health and wellbeing among the students.

In addition to sponsoring Sekolah Kebangsaan Bukit Lanjan's (SKBL) annual sports day, DIALOG also funded a football development programme in September 2023.

Organised by the Sekolah Bola Football Academy, 25 players aged between 7 to 12 years old were trained over two months to improve their fitness, speed, strength, and agility. Out of the 25 trained, 15 players were then selected to represent SKBL at the Karnival Sukan Sekolah Murid Orang Asli (KSSMOA) Negeri Selangor 2023 (Selangor School Sports Carnival for Orang Asli Students) held on 2 - 4 October 2023 in Kuala Langat.

SKBL emerged as state champions in football and advanced to the KSSMOA nationals on 14 - 18 November 2023 in Shah Alam, Selangor. SKBL came in fourth place in the national

championship, which is an impressive achievement for some of them who were first-time footballers.

Adopting the concept of "Talent Through Play", the Sekolah Bola Football Academy's certified and dedicated coaches made a positive impact on the players and raised the school's profile within a short period of time.

**DIALOG**



**RM35,313.50**  
contributed



**42**  
volunteers participated in school sports event



**25**  
students benefitted with a football clinic



Students being tested on their fitness and strength.



Presentation of medals and certificates to the 25 participants trained over two months.

On the morning of October 9, 2023, 42 enthusiastic volunteers from DIALOG assisted teachers of Sekolah Kebangsaan Bukit Lanjan in Damansara Perdana, Selangor during the school's annual sports day.

Volunteering duties ranged from timekeeping and scoring, to serving as finishing judges. The students, from preschoolers to 12-year-olds, participated in various race events such as sprints and relay, as well as the community's all-time favourite, Tug-O-War.

At the end of the event, DIALOG and MyKasih representatives presented awards, including the prestigious Tan Sri Dr Ngau Boon Keat Cup for the best sports house and the Puan Sri Jean Ngau Cup for the best house parade, to honour the confident young athletes.

SK Bukit Lanjan's sports day serves to motivate students to stay physically active, cultivate good sportsmanship, and showcase their talents beyond the classroom.

DIALOG's commitment to the healthy development and well-being of SK Bukit Lanjan's students dates back to 2014 when they adopted the school under MyKasih's 'Love My School' cashless bursary programme. Beyond bursaries, other supplementary assistance provided to the school included an aquaponic edible garden, a computer lab, and sports development programmes.



Students gave their all as they sprinted towards the finish line.



Relay races ensure students develop good team work and coordination, especially when passing the baton to their team member.



DIALOG staff did not shy away from having a friendly Tug-O-War match with the Bukit Lanjan community

We are thankful to Sekolah Bola Football Academy and the teachers of SK Bukit Lanjan who care for the students' growth and wellbeing. The direct impact of these interventions shows the potential that these children have. We hope more corporate donors will consider offering sports development programmes to the schools they have adopted under the MyKasih 'Love My School' programme. Kudos to the students for an impressive performance at the state and national championships."

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



The Tan Sri Dr Ngau Boon Keat Cup and Puan Sri Jean Ngau Cup awarded to the best sports house (left) and best house parade (right).

# Corporate Citizenship Keeps Coasts Clean

**41** staff volunteers from DIALOG Group returned to Pantai Batu Laut in Tanjung Sepat, Selangor for the annual beach clean on October 14. The volunteers collected all sorts of washed-up litter, including cigarette butts, lighters, plastic bottles, food containers, clothes, and tyres.

In just under 2 hours, the team managed to collect and sort through 113.7kg of marine debris. Volunteers conducted a waste audit, sorting the marine debris into various recyclable and non-recyclable categories. Data collected from the waste audit were submitted to a global citizen science cleanup database.

The beach clean event was held in conjunction with International Coastal Clean Up Day 2023, a global event initiated by the Ocean Conservancy to raise awareness on the threats of coastal debris. The event is locally coordinated on an annual basis by Reef Check Malaysia who reported that 29.5 tonnes of marine debris were collected from 400km of coastlines across Malaysia this year.



**41** volunteers participated in beach clean



**113.7kg** debris collected and segregated



DIALOG staff made sure rubbish was also removed from the mangrove trees at the beach.



DIALOG's beach cleanup at Pantai Batu Laut for the second consecutive year provides consistency and continuity to its ESG commitments.





*DIALOG staff sorted the waste into recyclable and non-recyclable items.*



*After weighing, the waste collection data was logged into Clean Swell app, a citizen science database of beach cleanups.*



*The clean-up event was made possible by DIALOG staff volunteers and Majlis Perbandaran Kuala Langat.*

# MAKE A DIFFERENCE

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



## VOLUNTEERS

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



## CORPORATES

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



## INDIVIDUALS

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



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

Donations can be made via the following channels.



## CHEQUE

Payable to **“MyKasih Foundation”** to:

MyKasih Foundation  
DIALOG TOWER, No. 15, Jalan PJU 7/5,  
Mutiara Damansara, 47810 Petaling Jaya,  
Selangor Darul Ehsan, Malaysia.

Please provide the following particulars on the reverse side of your cheque.

### Individual Donor

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

### Corporate Donor

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



## TELEGRAPH TRANSFER

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



## CREDIT CARD

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

[www.mykasih.com](http://www.mykasih.com)



MyKasih Foundation

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

For further information, please contact us at [info@mykasih.com](mailto:info@mykasih.com) or +603 7720 1800.

  
**MyKasih**  
Love My Neighbourhood

# MyKasih Foundation would like to acknowledge its donors & partners

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- Symphony Life Berhad
- The Malaysian Indian Transformation Unit (MITRA)
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- UPS
- Western Digital Corporation
- Yayasan Hartalega
- Yayasan Hasanah
- Yayasan Pasir Gudang
- Yayasan Petronas

## Government Ministries & Agencies

- Central Bank of Malaysia
- East Coast Economic Region Development Council (ECERDC)
- Economic Planning Unit, Prime Minister's Department
- Economic Planning Unit, Johor State Implementation & Coordination Unit
- Prime Minister's Department
- Multimedia Development Corporation
- Malaysia Ministry of Education
- Malaysia Ministry of Finance
- Malaysia Ministry of Health
- Malaysia Ministry of Home Affairs
- Malaysia Ministry of Urban Wellbeing, Housing and Local Government
- Malaysia Ministry of Women, Family and Community Development
- Northern Corridor Implementation Authority (NCIA)
- Sarawak Ministry of Welfare, Women and Community Wellbeing
- Sarawak State Government

## Education & Training

- Agensi Kounseling dan Pengurusan
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- Klinik Kesihatan (nationwide)
- Klinik Pergigian (nationwide)
- MAD Movement
- Malaysian CARE
- National Population and Family Development Board
- Pertubuhan Komuniti Kasih Selangor
- Reef Check Malaysia
- Sasbadi Holdings Berhad
- UMP Advanced
- UMK Business Venture
- Urban Hijau
- Urban Farm Tech

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- C-Mart
- CKS Supermarket (Sabah)
- FS Family Store
- ECONSAVE (nationwide)
- Genting Mas (Sabah)
- Giant Hypermarket (nationwide)
- HERO Hypermarket (Klang Valley)
- Koperasi Iskandar Malaysia Berhad (imCoop)
- KSUTAMA1 Stores Sdn Bhd
- Kim Hock Supermarket
- Lotus Stores (formerly TESCO)
- Metamorf Supermarket (Klang Valley)
- Milimewa Supermarket
- Mydin Supermarket (nationwide)
- New World Mart (Sarawak)
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- Pasaraya Hoe Soon
- Pasaraya Millennium
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- Pasaraya PKT
- Pasaraya Samamaju
- PCK Fresh Mart Sdn Bhd
- Segi Fresh
- ST Rosyam Mart
- Sunshine Square
- TF Value Mart
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- 99 Speedmart

## NGOs

- House of Hope (Penang)
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- PACOS Trust
- Persatuan Ibu Tunggal Sarawak (Bintulu)
- Persatuan Ibu Tunggal Terengganu
- (Dungun, Kerteh, Paka)
- Pertubuhan Ehsan Penyayang
- Pertubuhan Komuniti Kasih Selangor
- Pusat Penyayang Kg Sg Kayu Ara
- Rotary International (nationwide)
- Sabah Women Action-Resource Group (SAWO)
- Yayasan Pasir Gudang
- Yayasan Pengerang
- Yayasan Muafakat Pontian

# CASHLESS WELFARE WITH A TECHNOLOGICAL DIFFERENCE



**Food Aid & Household Items**

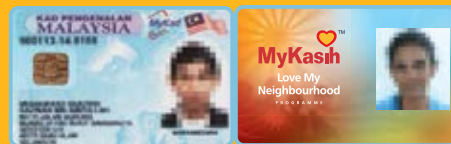


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