

# Touching the lives of the poor

## 25 families to receive basic food items for a year

**M**YKASIH Foundation continues to touch the lives of the poor with the launch of MyKasih 'Love My Neighbourhood' Programme in Segambut.

Property developer Sunrise Berhad is the benefactor of the latest community in the Klang Valley to be adopted for this programme.

Known for its innovative luxurious developments in the

Mont'Kiara enclave, Sunrise Berhad is the first property developer to come forward to support the welfare programme introduced by MyKasih Foundation a year ago.

Twenty-five families from Segambut and nearby areas have been identified to take part in the programme.

The effectiveness and clarity of the MyKasih food-subsidy system have motivated yet



**Doing their part:** Sunrise's contribution reaches out to these children from Segambut and neighbouring areas.

another sponsor from the corporate world to do their part in giving back to society.

Sunrise Berhad assistant general manager (branding and community development department) Anne Tong said the contribution of RM25,000 would go towards subsidising the purchase of food items for 25 selected households for a year.

"Sunrise Berhad believes in

making contributions in a meaningful manner, offering help to the poor, particularly food aid and education schemes.

"By supporting these households, we hope to ease their financial burden somewhat and improve their living condition.

"This contribution is in line with our CSR policy to care for our community and offer assistance to those in need."