

# Aid for the poor

> 50 families in Subang Jaya to get RM80 every month for one year

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It will be a very happy Hari Raya for 50 hardcore poor families in Subang Jaya who have been selected to take part in the fifth edition of the AmBank-MyKasih Community Programme.

With an allocation of RM52,000, the families will receive RM80 every month for one year to help defray the cost of essential daily food items such as rice, sugar, flour, milk and cooking oil.

MyKasih foundation chairman



Azman (left) pledges his commitment to the programme, witnessed by Ameer Ali and Ngau.

Ngau Boon Keat said that RM40 will be debited into the head of household's MyKad every two weeks, and the amount can be used to shop at Mydin Hypermarket USJ.

The amount debited needs to be spent within the period of two weeks as it aimed to teach recipients the importance of maintaining a household budget.

"We have a very unique system in which the MyKad is converted into a debit card which can only be used at our partner stores," he said.

"The funds allocated by our corporate sponsors will ultimately reach the family members directly. Aid is given not in cash, but in the form of goods they 'purchase' at the appointed store," said Ngau on the mechanics of the funds distribution.

Ngau said the foundation, an independent NGO, does more than provide food aid, as the aim is to improve the lives of recipient families through education and skills training.

"With AmBank as our donor, the AmBank-MyKasih community programme also plans to offer a micro-financing scheme to encourage these families, and particularly the mothers to participate in income generating activities," he said.

He disclosed that the foundation had identified 20 more communities to expand the

programme, half of which it will be partnering with AmBank as the corporate sponsor.

AmBank Group chairman Tan Sri Azman Hashim, who has committed RM1 million towards the partnership with MyKasih, commended the foundation's method of distribution of its donated funds.

"The distribution is transparent and there is no question of abuse by any party," he said, adding its RM1 million initial commitment would be enough to benefit 5,000 families.

"When we look at contributions to the underprivileged and hardcore poor, we are looking at ensuring that the contributions reach the intended recipients and that they enjoy visible and tangible benefits.

"This partnership with MyKasih is part of our corporate social responsibility programme which we hope will assist the needy in learning how to manage their finances and cope with difficult times," he said.

Also present at the launch event at Mydin Hypermarket in USJ last week was Mydin Mohamed Holdings managing director Datuk Ameer Ali Mydin.

"In business, we should strive to lower our operational costs but the money saved should also be channeled towards charitable programmes such as this," Ameer said.