

More partners sought to help the less fortunate

By Yunus Yussop
reporters@theborneopost.com

BINTULU: Corporate bodies and non-governmental organisations are urged to collaborate with MyKasih Foundation to reach out to more needy people across Malaysia.

Highlighting this, MyKasih Foundation chief executive officer Jeff Perera said their programmes are very much dependent on the support of all their partners.

Speaking at the launch of MyKasih 'Love My Neighbourhood' programme at Parkcity Shopping Mall here yesterday, he noted that the soaring food prices are pushing millions into poverty worldwide and as long as the energy price remains high, the trend will most likely persist.

"Food aid serves as an entry point to address some of the issues related to poverty," said Perera.

He pointed out that MyKasih Foundation, in carrying out its founders' philanthropic effort, aimed to make a positive impact in the lives of the poor and needy.

"In April 2009, after a successful eight months after the pilot project was initiated in late 2008, the first MyKasih programme was launched in Selayang with 75 families onboard," he said.

"In its third year, the programme has attracted many organisations and individuals to join on board to bring the programme to more communities across Malaysia," added Perera.

MyKasih applies ePetrol's cashless payment system, an innovative way of delivering aid to the target recipients in an accurate and efficient manner through MyKad.

Families are shortlisted based on a set of criteria such as household income and number of dependents, among other factors.

Once the families are selected, only the mothers



CONTRIBUTION: Chief executive officer of Destiny Properties Keith Pointer (right) on behalf of New World Mart presents a mock cheque for RM5,200 to Perera as Murphy Sarawak director of operations Hoh Swee Chee looks on.

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Jeff Perera, MyKasih Foundation CEO

will be registered as recipients of the aid where they will be given a PIN (Personal identification number) in which will allow them to purchase daily necessities at partner outlets.

When purchasing items, ePetrol's terminal will first verify the MyKad holder as a recipient of MyKasih programme to activate the MyKad to make cashless payment.

"There is no cash exchange between hands and the aid will reach the recipients in full and securely," assured Perera.

Apart from assisting in food purchase, MyKasih also

provides opportunities for mothers and their children to improve their knowledge and skills.

"With the support of our training partners and volunteers, mothers are given the opportunities to develop themselves so they would be able to improve their household income and become more financially independent.

"Tuition classes for children of MyKasih recipients are also available to motivate them and keep them in school," Perera said.

Meanwhile, Murphy Sarawak Oil Co Ltd as a main partner had sponsored

a total of RM104,000 for the programme that will go to support 100 low income families, consisting of 50 families each in Bintulu and Kota Marudu, Sabah, in their purchase of grocery items for a period of one year.

The programme also received assistance from New World Mart of Parkcity Shopping Mall.

Established in 2009, MyKasih Foundation is a non-profit organisation that aims to help the less fortunate in Malaysian regardless of race, religion and descent.

Dedicated to strengthening the foundation of caring communities under 'Love My Neighbourhood' programme, MyKasih works with donors and partners from all sectors of Malaysia to deliver integrated programmes in locations where they operate.