

CEO: MyKasih programme doing well

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MIRI: The success of MyKasih programme is fully dependent on the support of all programme partners.

MyKasih Foundation chief executive officer Jeff Perera said the foundation believed that there were plenty of areas for corporations and individuals to chip in for the betterment of the less privileged community in the country.

"After a successful pilot in late 2008, the first MyKasih programme was launched in April 2009 in Selayang, helping 75 low income families with the purchase of essential food items," he said at the launch of MyKasih "Love My Neighbourhood" Programme at Bintang Megamall yesterday.

Jeff enthused that the foundation's effort had attracted the attention of many organisations and individuals.

Today, with the commitment of donors and support from programme partners such as retail outlets, training collaborators and local NGOs, the MyKasih programme is reaching out to almost 10,000 families in 97 communities nationwide.

"This is what sets MyKasih programme apart from other welfare programmes. More corporate donors, such as Mubadala, are adopting it as part of their corporate responsibility.

"I sincerely hope that with the awareness and support from all programme partners, we would be able to create a more promising future for the less privileged," he remarked.

MyKasih has also adopted a holistic approach by transforming its effort into a wholesome programme.

Thus, MyKasih programme is not confined to helping recipients purchase food. It also help rehabilitate these families through education and skills training.

For instance, mothers are given the opportunities to develop themselves so that they would be better able to contribute to their household income.

As for the children, tuition classes are organised with the support of training partners and volunteers.

"Through these efforts, we aim to enable mothers achieve more financial independence and motivate them to keep their children in school," Jeff remarked.

MIRI: It was an honour for some 100 families from the low-income group in Miri to be the first to benefit from Mubadala Oil & Gas's first local community project in the country during its launch at Bintang Megamall yesterday.

Known as MyKasih 'Love my Neighbourhood' in partnership with MyKasih Foundation, it is a food aid and training programme.

Mubadala donated RM150,000 to the programme.

Its regional vice-president Barry O'Donnell said the project demonstrated their commitment to engage communities close to their operation.

"We would like to play our part proactively in contributing to local development by teaming up with a well-respected national non-profit organisation - MyKasih Foundation.

"Our programme not only provides food aid but also strives to transform the families through skills training and education covering financial literacy, health awareness and life skills for teenagers," he added.

The chairman and co-founder of MyKasih Foundation Ngau Boon Keat said he was pleased to welcome Mubadala to their growing number of sponsors as the number of families helped by the foundation has almost reached 10,000.

Under the programme, an allowance of RM40 will be given to a family every two weeks to help defray the cost of essential daily food items besides giving them training.

The funds will ultimately reach the family members in the form of essential food items they purchase from



THIS IS HOW IT WORKS: A cashier scans the items purchased by recipient Noraini Abdullah from Kampung Muhibbah Kuala Baram at Giant Supermarket as Jeff (front right) show Barry (right front) and Lau (front centre) how the aid programme works.

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Barry O'Donnell, Mubadala Oil & Gas regional vice-president

Giant Supermarket at Bintang Megamall.

Leveraging the use of MyKad technology developed by ePetrol, it allows MyKasih to bring aid to the right persons, thus enabling the distribution of welfare aid in an efficient, transparent and secure way.

Apart from that, all recipients will attend training programmes covering three important elements to help their families improve their lives.

The three elements comprise finance management, health awareness and workshops for

teenagers.

On finance management, the recipients would be taught how to plan monthly expenditure, learn to make sensible purchasing and investment decisions and what to avoid.

Health awareness talks and interactive group discussions will focus on the prevention and early detection of cancer, family planning, nutrition and healthy living. It also includes basic medical training.

Teenagers will be taught on the dangers of antisocial and high risk behaviour and what to focus

on.

Giant Supermarket supports MyKasih Foundation as a retail outlet partner for the programme.

The supermarket contributed RM10,400, representing 10 per cent of the cost of items, to the foundation.

Also present were Mubadala Oil & Gas country manager Ding Chung Nyea, MyKasih Foundation chief executive officer Jeff Perera, Bintang Megamall Miri executive chairman Datuk Lau Siu Wai, Giant Supermarket Miri manager Boniface Balare Paran.