

Saturday June 16, 2012

MyKasih Foundation gets RM20,000 to provide computer skills

HSBC Bank Malaysia donated RM20,000 to support the computer literacy programmes for underprivileged children in Kuala Lumpur organised by MyKasih Foundation.

The bank's head of group communications and corporate sustainability, Marlene Kaur presented the cheque to MyKasih Foundation chief executive officer Jeffrey Perera.

"As societies and businesses rely more on information technology, programmes such as the MyKasih computer literacy workshops will give people of all ages, particularly children and youth, an important advantage in their education and future careers in today's digital age," Marlene said.

MyKasih Foundation collaborates with Datacom SEA (M) Sdn Bhd and AMD Global Services to carry out basic IT workshops for underprivileged children between eight and 17 years old.



Helping hand: Marlene (left) presenting the bank's contribution to Perera.

"Education is a constant theme in our approach to corporate social responsibility and we strongly believe in supporting initiatives that provide access to knowledge and skills, including computer literacy," said Marlene.

"The bank's support towards computer literacy for underprivileged children is aligned with our mission to assist families out of poverty through education," said Perera.

In thanking the bank for its contribution, he said, "We always seek to engage with partners who support local community initiatives aimed at improving the well-being of the underprivileged."

Perera expressed hope that more organisations and individuals will step forward to support the “Love My Neighbourhood” programme.

The foundation was set up three years ago by Dialog executive chairman Dr Ngau Boon Keat and his wife Jean Ngau to improve the socio-economic well-being of the needy through food aid, education and skills training.

Launched in April 2009 with 25 families, the foundation has changed the way welfare aid is managed and distributed with the use of the MyKad technology.

Being technologically-driven, MyKasih has grown tremendously over the years and is now supporting close to 12,000 underprivileged families nationwide, including Sabah and Sarawak.

The breadth of MyKasih’s programmes has expanded beyond food aid to include:

- Tuition, computer literacy and bursaries for school-going children;
- Leadership camps, educational awards and bursaries for youths;
- Vocational training, skills training and income-generation course; as well as
- Empowerment and entrepreneurial coaching workshops for MyKasih welfare recipients.

All of the above are aimed at providing a more holistic approach in assisting welfare recipients to improve their socio-economic status and step out of poverty.

This is not the first time the foundation benefited from the bank’s contribution.

In 2010, HSBC Bank Malaysia provided the National Association of Women Entrepreneurs of Malaysia (Nawem) with a grant for underprivileged women to be trained in self-sustaining skills.

The 34 recipients participated in Nawem’s six-month Capacity and Capability Building Programme, which not only taught skills but also emphasised on crucial coaching and business-related skills required to start a small-scale business.