

Headline	AmBank reaches out to 350 hardcore families in Sabah		
MediaTitle	The Star (Metro South and East)		
Date	11 Jun 2014	Color	Full Color
Section	News	Circulation	16,187
Page No	3	Readership	48,561
Language	English	ArticleSize	244 cm <sup>2</sup>
Journalist	By RUBEN SARIO	AdValue	RM 3,411
Frequency	Daily	PR Value	RM 10,233



# AmBank reaches out to 350 hardcore families in Sabah

By RUBEN SARIO  
sario@thestar.com.my

**KOTA KINABALU:** Going to the supermarket to buy provisions for her family last Saturday was an extra special experience for housewife Amoi@Lidia Lansin, 60.

The daily essentials she chose at the CKS Supermarket at Sepanggar, some 15km from the city, were paid for by the AmBank My Kasih programme.

"This really helps to lighten my family's burden," said Amoi as she waited for her groceries to be bagged, while AmBank group chairman Tan Sri Azman Hashim and other top bank officials looked on.

Amoi's family was among the 350 hardcore poor families in Sabah to benefit from AmBank's My Kasih programme this year.

Azman said 50 families were from around Kota Kinabalu while the rest were from Sandakan.

"The MyKasih Programme is not only directed at the hardcore poor in the urban areas, but is open to all places, including the rural areas," he said.

He said RM52,000 had been allocated to 50 families who were picked to take part in the charity programme.

"AmBank allocates RM1 million under the MyKasih Programme each year and cooperates with non-government organisations to identify and select suitable families to receive the aid nationwide," added Azman.

He said AmBank had extended aid by one year to 50 families who had received aid under the programme previously.

"AmBank has also provided financial awareness sessions to educate families about managing their finances," he said.

Apart from Kota Kinabalu and Sandakan, the AmBank MyKasih programme was also being carried out in Sentul and Cheras, Kuala Lumpur, Rifle Range and Bayan Baru, Pulau Pinang, Pandan Jaya, Klang, Melaka, Kuala Krai and Kubang Krian, Kelantan, Kuala Terengganu, Terengganu, and

Kuching, Sarawak.

AmBank had teamed up with the MyKasih Foundation, a charity organisation to carry out the programme.

The foundation was set up to help underprivileged Malaysians through food aid and education regardless of race, religion and descent.

The uniqueness of the MyKasih programme is in the technology that drives its welfare distribution.

Food aid recipients use their MyKad to draw upon a bimonthly allowance of RM40 (RM80 per month) to shop, select and pay for essential items at partner retail outlets.

Likewise, student beneficiaries use their Mykad-linked student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the food aid programme for the underprivileged.



**Aid for underprivileged:** Azman (second from right) handing over an AmBank MyKasih programme beneficiary's purchases during the supermarket outing at Menggatal, near Kota Kinabalu.