

Headline	AmBank-MyKasih Community Programme launched in Kuala		
MediaTitle	New Sarawak Tribune		
Date	29 Sep 2014	Color	Black/white
Section	Business	Circulation	46,471
Page No	B2	Readership	164,773
Language	English	ArticleSize	397 cm ²
Journalist	N/A	AdValue	RM 1,155
Frequency	Daily (EM)	PR Value	RM 3,465



AmBank-MyKasih Community Programme launched in Kuala Terengganu

KUALA LUMPUR: AmBank Group launched the AmBank-MyKasih Community Programme for the second time in Kuala Terengganu which will benefit a total of 50 families on September 13.

Last year, AmBank Group also committed RM52,000 to 50 families.

Annually, the AmBank Group allocates a sum of RM1 million for this programme and currently, has committed to 15 locations which are Sentul and Cheras, Kuala Lumpur, Rifle Range and Bayan Baru, Pulau Pinang, Pandan Jaya, Klang, and USJ, Selangor, Tambun, Perak, Ayer Keroh, Melaka, Kuala Krai and Kota Bharu, Kelantan, Kuala Terengganu, Menggatal and Sandakan in Sabah, and Kuching, Sarawak.

“A project such as this helps to meet our objective to play an effective corporate role as a socially responsible corporate citizen. AmBank Group is very happy to be given the opportunity to participate in a community project like this which addresses real needs, is of real value while delivering sustainable benefits,” said Tan Sri Azman Hashim, Chairman of AmBank Group at the launch. He was accompanied by Dato’ Yaacob Amin, Trustee of MyKasih Foundation and Datuk Wira (Dr) Ameer Ali Mydin, Managing Director, Mydin Mohamed Holdings Berhad.

“When we look at contributions

to the underprivileged and the hardcore poor, we are looking at ensuring that the contributions reach the intended recipients and that they enjoy visible and tangible benefits in the form of essential goods they purchase from selected retailers. AmBank Group has committed RM 52,000 to support 50 new beneficiary families in Kuala Terengganu. We are also extending this programme for the earlier-adopted 50 families for another year,” added Tan Sri Azman.

MyKasih Foundation is a charity organisation that aims 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 fortnightly allowance of RM40 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.

Also present during the launch that day, MyKasih Foundation Managing Director Jeffrey Perera said, “We would like to thank AmBank Group for choosing MyKasih Foundation as a partner for AmBank’s corporate responsibility

initiative in rendering assistance to low-income households under the MyKasih ‘Love My Neighbourhood’ programme.”

“AmBank Group was among the first donor organisations to partner with MyKasih in delivering food aid to the poor using technology. We sincerely hope that this initiative will serve as an inspiration to others to come on board this philanthropic journey.”

This project gives AmBank Group the opportunity to participate in a sustainable community programme that will reach to the people in need. The recipients will be the main beneficiaries without any intermediaries. Hence, they get to enjoy the contributions in a straightforward process.

AmBank-MyKasih Community Programme also manages a series of courses designed to suit the needs of the recipient family members. Volunteers from donors’ organisations and NGOs help conduct basic financial literacy courses aimed at helping adult family members to manage their finances as well as boosting their budgeting skills.

AmBank Group first teamed up with MyKasih Foundation in November 2009 in which they sponsored 100 lower-income families in Sentul, Kuala Lumpur. The transparency and efficiency of the MyKad-technology driven food aid programme has inspired AmBank Group to continue supporting MyKasih Foundation.

Headline	AmBank-MyKasih Community Programme launched in Kuala		
MediaTitle	New Sarawak Tribune		
Date	29 Sep 2014	Color	Black/white
Section	Business	Circulation	46,471
Page No	B2	Readership	164,773
Language	English	ArticleSize	397 cm ²
Journalist	N/A	AdValue	RM 1,155
Frequency	Daily (EM)	PR Value	RM 3,465



TAN SRI AZMAN HASHIM, Chairman, AmBank Group (centre), Datuk Yaacob Md Amin, Trustee, MyKasih Foundation (to Tan Sri Azman's left), Datuk Wira (Dr) Ameer Ali Mydin, Managing Director, Mydin Mohamed Holdings Berhad (to Tan Sri Azman's right) and Senior Management of AmBank Group posing for a group photo with recipients at the AmBank-MyKasih Community Programme.