

Feeding The Hungry

A Safe & Cashless Way During The Pandemic

What if your MyKad can be used as a debit card to purchase food? That's exactly what MyKasih's unique welfare distribution technology offers Malaysia's poor.



MyKasih's unique cashless welfare system allows beneficiaries to pay for groceries using their MyKad.

To date, MyKasih has distributed over RM280 million in food aid to over 300,000 low-income families nationwide through its revolutionary cashless technology.

The direct aid restores dignity to its recipients by allowing them to choose what they need, when they need it.

Established in 2009 by DIALOG's Executive Chairman Tan Sri Dr. Ngau Boon Keat and his wife Puan Sri Jean, MyKasih Foundation aims to help low-income families through food and education aid.

It pioneered the use of a cashless welfare distribution system based on the MyKad's chip technology.

Like a fingerprint, each chip on a MyKad is unique to its owner. MyKasih has developed a proprietary technology that enables identity cards to be read individually. In that way, only citizens deemed "low-income" by the government qualify for aid and specially developed "readers" in aid centres ensure compliance.

Only Malaysians benefit and no cash exchanges hands. It's user-friendly and the system can be activated remotely and rapidly. This allows welfare to be distributed in an efficient, targeted and secure manner. And because it's cashless, it's leak-proof!

MyKasih's flagship food aid programme - "Love My Neighbourhood" - has been reaching out to families earning RM1,500 and below to provide them an extra RM80/month for at least a year.

Payments are credited directly to the beneficiaries' MyKads. The cards can then be used to buy essential food items from over 350 participating retail outlets nationwide.

MyKasih's extensive retail-partner network ranges from major chains such as Giant, Mydin, Eonsave, AEON and 99 Speedmart to smaller neighbourhood mini marts and provision stores.

Leaving No One Behind

The benefits of MyKasih's cashless aid were immediately apparent when COVID-19 struck last year. To that end, many firms and government agencies have turned to MyKasih to disburse aid to the most affected.

Sample statistic: between March 2020 and August 2021, MyKasih raised and distributed, RM5 million to over 12,000 families nationwide to purchase essential food items.

The donors that stepped forward include DIALOG, Khazanah Nasional, Yayasan Hasanah, Linaco, HSBC, CIMB, SC Johnson, Japan Tobacco International and British American Tobacco, to name but a few.

Every ringgit donated is channelled directly to the beneficiaries ensuring the system is not only efficient but transparent with no leaks and safeguards against abuse.

MyKasih also provides effective flood-relief support for families in affected states. Earlier this year, for example, MyKasih and its donors responded to one of the country's worst flood disasters by disbursing more than RM400,000 for over 4,000 families in the East Coast.

Similarly, it raised and distributed, more than RM620,000 in food aid to 2,300 families in Pahang. Simultaneously, front-liners got facemasks while Pahang municipalities were equipped with waterjets for post-flood clean-ups.

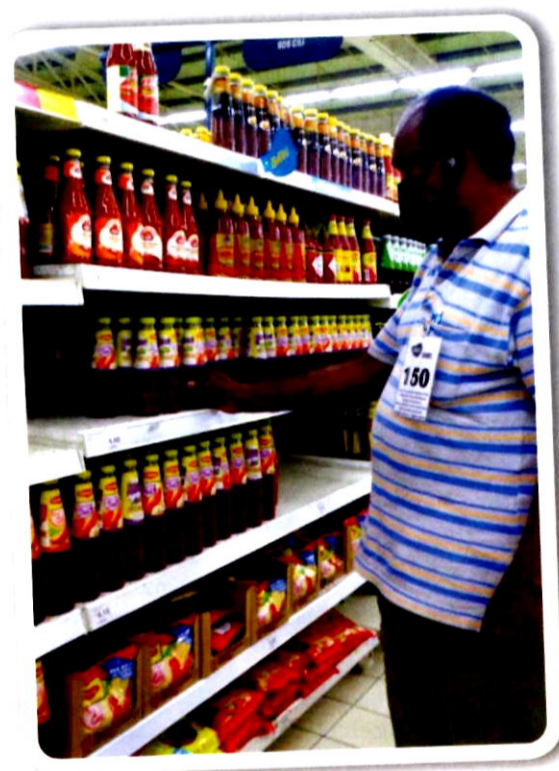
These efforts have been recognised. For "significant contributions" to the transformative 2030 Agenda and its Sustainable Development Goals, MyKasih was awarded the UN Malaysia Award 2018 in the 'Leaving No One Behind' category.

The foundation was recognised for its effective technology-driven welfare system which reached large numbers of low-income Malaysians especially those most affected like the country's indigenous peoples.

Revolutionising Welfare

The foundation's cashless aid distribution has the potential to transform Malaysia's welfare system. It's already successfully been adopted by several ministries and state governments, as well as local companies for CSR initiatives to provide direct and targeted aid via the MyKad and MyKasih smartcard.

Over the last decade, many donor companies have engaged MyKasih as its CSR partner. It's allowed the foundation to expand its programmes and reach out to an even wider group of the underprivileged. In addition to its food aid programmes, MyKasih also focuses on the following community outreach efforts; Student Bursaries, Orang Asli Children's Development, Health Awareness, Financial Literacy and Skills and Entrepreneurship Training.



MyKasih beneficiaries are given the freedom to buy what they need and when they need it.



All monetary donations are tax-exempt and are channelled in full to targeted beneficiaries.

For more details, kindly visit www.mykasih.com or contact us at info@mykasih.com / 03 7720 1888.

MyKasih Foundation is supported by **DIALOG**