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2014/2015

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# Two-month charity drive raises RM22,271

Food manufacturer donates 10sen to MyKasih Foundation for every pack of ketupat sold



For needy families: Siew (second from left) presenting a mock cheque for the donation to Perera (second from right). With them are (from left) DKSH Malaysia Sdn Bhd senior key account manager Low You Han, Roslinda and Sri Nona national sales manager Alex Tay.

**T**HE two-month joint charity campaign between two renowned Malaysian corporate names has raised RM22,271 for MyKasih Foundation.

The money was presented by Sri Nona Food Industries Sdn Bhd business manager Sean Siew to MyKasih Foundation managing director Jeffrey Perera recently.

The charity drive was organised by Sri Nona, which manufactures traditional Malaysian food products such as *ketupat* (rice cake) and *kaya* (coconut-based jam) under the brand Nona, and GCH Retail Sdn Bhd, which operates Giant hypermarkets, Cold Storage supermarkets and Guardian pharmacies, in conjunction with Ramadan.

With every pack of Ketupat Nona purchased between July 1 and Aug 31, 10sen was donated to the foundation.

"We feel honoured to be able to support MyKasih's initiative in providing for families in need, where the funds are channelled effectively. We are also thankful to Giant for making the collaborative event a successful one.

"We will definitely continue to engage in more activities with MyKasih Foundation in the future, to reach out to families in need," said Siew.

GCH Retail corporate affairs director Roslinda Idrus, who was present at the cheque presentation ceremony, said GCH was a strong believer in reaching out and giving back to the community.

"As a caring organisation, this collaboration with our business associates, one of which is Sri Nona, demonstrates a great synergistic effort to help those less fortunate. We thrive and aspire to continuously support the initiatives and noble mission of MyKasih Foundation," she added.

Perera expressed his gratitude to both

Nona and Giant for their generosity and sensitivity towards the plight of the less fortunate.

He said the contribution from Nona and Giant would support 23 families under the MyKasih "Love My Neighbourhood" food aid programme for one year.

"Every ringgit contributed by Nona will be channelled in full to the food aid recipient families, who will be able to shop for monthly provisions at their neighbourhood Giant outlet using their MyKad," he added.

MyKasih Foundation is a non-profit organisation that aims to help less fortunate Malaysians through food aid, education and capacity-building programmes that encompass financial management, skills and entrepreneurship training, health awareness and basic medical screening, scholarships for tertiary education, as well as job placements.

Capitalising on the MyKad technology as well as on-ground NGO partnerships, MyKasih runs two flagship welfare programmes called the MyKasih "Love My Neighbourhood" food aid programme and the MyKasih "Love My School" student bursary programme.

Both run on an efficient and secure cashless payment system that allows recipient families to draw on donor funds to pay for essential items using their MyKad or the MyKasih smartcard at participating retail outlets.

Since its inception in 2009, MyKasih has provided aid to almost 200,000 low-income households in over 200 locations nationwide, including Sabah and Sarawak.

In addition to food aid and student bursaries, the scope of MyKasih's welfare programmes now includes cashless payments for fuel, public transportation and utility bills.