



# Charity run creates awareness

## Fun-filled day for harmonious community

**JOHOR BARU:** The Rotary Club of Johor Centennial had organised a charity run in aid of MyKasih Foundation and Children's Education Fund recently.

Held at Dataran Bandaraya, the charity run was officiated by Tunku Aminah Sultan Ibrahim.

Also present was Johor Baru MP Datuk Shahrir Samad who presented a mock-cheque to the Foundation's Chief Executive Officer Jeffrey Perera.

The Rotary Club of Johor Centennial President Wong Ban Seng said the main objectives of this charity run was to create public awareness of the various charitable causes and also to provide an instant community service to the selected beneficiaries.

"This is part of our ongoing community development efforts in terms of bringing families together for a fun day out and to promote healthy living for a more productive and harmonious community", he added.

Shahrir, who launched the event, said the

MyKad solution is MyKasih's signature method of delivering food aid to the poor and needy in a transparent and secure fashion.

"Under this programme, all donations reach the targeted recipients in full. In addition, MyKasih is able to provide accountability in how the donations are being administered through an Online Donor Portal which furnishes Donors with audit trails and analytical reports on demographics and consumption," he added.

Launched in April 2009 with 25 families, MyKasih Foundation has changed the way welfare aid is managed and distributed with the use of MyKad technology. It has also taken an all-round approach with the adoption of education and health screening programmes to complement its food aid.

More than 11,200 families in 120 communities all over Malaysia, including Sabah and Sarawak, now benefit from the MyKasih programme.

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**FLAG OFF:** Shahrir (right) sending off the participants.



**For a good cause:** Wong presenting the mock cheque to Jeffrey, witnessed by Guests of Honour Tunku Aminah and Shahrir.