

home business



(Seated, from left) Amy Geh of Lion Club Bukit Kiara, Perera, MDEC senior manager multi-purpose smart card Abd Jalil Shukor, Lions Club International Malaysia governor Datuk Danny Ooi, MyKasih Foundation chairman Ngau Boon Keat, Ngau's wife, Tong, Ho, MyKasih director Tan Sri Megat Najmuddin Megat Khas, Giant Supermarkets area manager Abdul Shukoor Hanifa and MyKasih adviser Siti Khairun at the launch of the Segambut programme yesterday. Photo by Suhaimi Yusuf

Sunrise contributes RM25k to assist 25 poor families

Contribution in line with company's CSR policy

by **Max Koh**
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KUALA LUMPUR: As part of its extensive corporate social responsibility (CSR) exercise, property developer Sunrise Bhd has become the latest corporate sponsor of the MyKasih "Love My Neighbour" programme, with a contribution of RM25,000 to poor families in Segambut.

The contribution will be disbursed within a year on a bi-monthly basis to 25 poor families in that area for them to purchase basic food items using their MyKad at the local Giant supermarket. Sunrise is known for its development of the upmarket Mont'Kiara enclave.

"Sunrise Bhd believes in making contributions in a meaningful manner, offering assistance to the poor and needy, particularly in food aid and education schemes.

"By supporting these selected households, we hope to ease their financial burden and improve their living condition," said Anne Tong, Sunrise assistant general manager for branding and community development.

She said the contribution was in line with the company's CSR policy and the families in Segambut were chosen because of their close proximity to Sunrise's development at Mont'Kiara.

MyKasih foundation CEO Jeffrey Perera said: "These families were chosen based on the government's and NGO's criteria of poor families that take into consideration the

household income (which does not exceed RM1,000), number of dependants and other criteria."

The MyKasih programme uses the technology developed by ePetrol Holdings Sdn Bhd, a subsidiary of Dialog Group Bhd, which allows the beneficiary families to use their MyKad as a payment tool.

Introduced in December 2008, it now benefits more than 300 families in Puchong, Jinjang, Sentul and Ayer Itam, Penang.

"We are thankful of the support we get from our corporate sponsors as more and more of them are coming forward to be part of this cutting-edge welfare distribution programme," said MyKasih Foundation director Ho Kay Tat at the launch of the Segambut programme yesterday.

"Recent figures indicate that the

urbanisation rate is increasing rapidly with 63% of the population living in urban districts. Addressing the urban poor issue remains an important part of our country's development agenda," he said.

Ho, who is the editor-in-chief of *The Edge Communications' publications*, which include *The Edge* weekly and *The Edge Financial Daily*, said the cashless system had been effective in ensuring all donations were received directly by the families using their MyKad.

"Compared to more traditional ways of welfare distribution, the system ensures all donations reach targeted recipients through their MyKad. A ringgit contributed is a ringgit received. In addition, the effective cashless system can help teach families on aspects of financial planning," he added.