

CSR Malaysia™

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

ISSUE 18 / 2021



Honouring The Best of Malaysia's Outstanding
CORPORATIONS IN SUSTAINABILITY & CSR INITIATIVES

McDonald's
OFFERS EDUCATION AND
JOB OPPORTUNITIES TO
MALAYSIAN YOUTHS

SIME DARBY PLANTATION & PARTNER MEME
DEVELOP THE WORLD'S FIRST
MECHANISM TO RESOLVE HUMAN-
ELEPHANT CONFLICT

KECHARA SOUP KITCHEN
GIVES A
second chance
TO THE HOMELESS AND
FORGOTTEN

MUSLIMAH CREDIT CARD-i



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*CSR Malaysia is circulated to companies and individuals free of charge to create awareness
on the growing need to lend a helping hand to make the world a better place for all*

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"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 15-19"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

THE world we live in is certainly very different now. There are the ongoing formidable challenges not only to life and limb but also to the economic, physical as well as mental wellbeing of people brought about by the global Covid-19 pandemic. Every one of us is trying hard to adjust to the stark reality caused by the pandemic with millions of enterprises facing an existential threat and almost half of the world's global workforce of some 3 billion at risk of losing their livelihoods. Indeed, the whole world is reeling badly from the devastating, if not deadly, effects of the pandemic and there has never been a time in history where human needs across the board are so overwhelmingly great. The socio-economic outlook may be daunting but not all is lost and the good news is that more and more businesses are stepping up their sustainability and corporate social responsibility initiatives, rising to the occasion to help in the fight against the pandemic and mitigating its debilitating and deadly effects.

CSR Malaysia, a non-profit social initiative that aims to promote corporate sustainability and social responsibility endeavours in Malaysia, is a charity project of RHA Media and its CSR Malaysia magazine is a free publication distributed throughout the country. It aims to provide a meaningful platform to promote and encourage CSR endeavours in this nation. The corporate sustainability and social initiatives and activities highlighted within the pages of the CSR Malaysia magazine are heart-warming, endearing and give a glimpse into the desire of able

and willing Malaysians and corporations to be involved in needy causes in the nation (especially during these uncertain and difficult times where the Covid-19 pandemic is still raging) and to be on a firm footing in corporate sustainable initiatives. It is the fervent hope of CSR Malaysia that more companies will be inspired to carry out such initiatives across the entire fabric of Malaysian society and businesses. After all, we need only to do what we can with what we have, where we are to make a positive difference to the society that we are in.

Once again, CSR Malaysia looks forward to holding the upcoming annual Sustainability and CSR Malaysia Awards that it organises where Malaysian companies that have done well in the sustainability and CSR arena, be it social responsibility or sustainability endeavours, will be honoured. The past years' events have seen a considerable number of Malaysian public listed companies and SMEs receiving the Awards for their commendable CSR and sustainability efforts in this nation, and rightly so.



"No one is useless in this world who lightens the burdens of another."

CHARLES DICKENS



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Contents



HONOURING THE BEST OF MALAYSIA'S OUTSTANDING Corporations In Sustainability & CSR Initiatives

Cover Story



CSR Moments

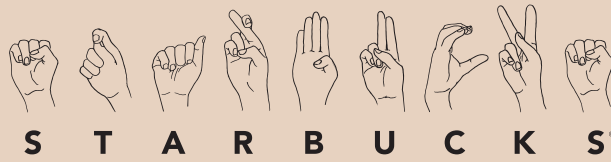
- 6 McDonald's Offers Education And Job Opportunities to Malaysian Youths
- 8 Possessing A Heart of Gold
- 9 Legoland Malaysia Resort Gave Away 10,000 Tickets to Underserved Rural Schools
- 10 Getha Enhancing Sleep for Children In Need
- 11 Improving Lives and Communities - A Polygon Properties' Initiative
- 12 Taobao Revamps Local Orphanages In Joint Csr Effort

YANA

- 14 Cargill Cares and Wetlands International Malaysia - Forging A Noble Partnership
- 15 Kechara Soup Kitchen Gives A Second Chance to The Homeless and Forgotten
- 16 Epic Homes - How it Started..
- 17 Background of Rumah Hope

CSR Stories

- 30 Chef Collin Lim of TCH Foodworks Works His Magic For A Good Cause
- 32 A Special Pair of Helping Hands
- 34 A Wholesome Meal Made From The Heart
- 36 Sime Darby Plantation And Partner Meme Develop The World's First Mechanism To Resolve Human-Elephant Conflict
- 37 Ireka Cares Helps Home Of Peace Transform Its Rooftop Area Into A Lovely Garden
- 38 Kenanga Investment Bank Collaborates With Dialogue Includes All By Supporting Their Project, Café Includes
- 40 Hong Leong Bank Backs 'Coffee For Good' To Empower Youths



A uniquely uplifting Starbucks Experience

Inside the Starbucks Signing Store, customers will notice something different, as the usual greeting and sound of baristas calling out beverage orders is replaced by sign language. In these stores, customers and Deaf baristas alike are encouraged to use different tools to communicate with each other, whether it is through handwritten notes or menu cards. But while the Starbucks Deaf baristas engage with customers with the enthusiasm, passion and craft that they expect from Starbucks, they also deliver the iconic Starbucks Experience in a uniquely uplifting way.

STARBUCKS SIGNING STORE
Bangsar Village 2, Kuala Lumpur
Burmah Road, Penang



McDonald's

OFFERS EDUCATION AND JOB OPPORTUNITIES TO MALAYSIAN YOUTHS



The inaugural graduation ceremony of **MCDONALD'S** Vocational Apprenticeship Programme celebrates trainees who can immediately kickstart their careers at McDonald's Malaysia

McDonald's Malaysia held its first graduation ceremony for youths who have successfully completed their training under the McDonald's Vocational Apprenticeship Programme. Approximately 50 youths were celebrated at a graduation ceremony held at the new McDonald's Vocational Academy located at McDonald's Mutiara Damansara Drive-Thru restaurant.

McDonald's Vocational Apprenticeship Programme is an 18-month industry-oriented training programme which combines 70 percent of practical training in McDonald's restaurants and 30 percent of theoretical lessons in the classroom. This programme is a collaboration between McDonald's Malaysia and the Ministry of Human Resources Malaysia under the National Dual Training System (NDTS) introduced by the Ministry. Once these youths have completed their training, they will be awarded the Malaysian Skills Certificate Level 3 (SKM) accredited by the Ministry of Human Resources, and will be qualified for employment at McDonald's restaurants or anywhere else within the food service industry in the country.

McDonald's Vocational Apprenticeship Programme was introduced in 2018, and to date, more than 1,200 youths throughout the country have cumulatively participated and are participating in the programme. McDonald's Malaysia is optimistic of reaching its target of 5,000 apprentices by the end of this year.

Dato' Amir Omar, Secretary General of Ministry of Human Resources was present at the graduation ceremony.

Youths participating in this programme are fully sponsored by McDonald's Malaysia, which includes a monthly allowance of RM1,200, accommodation, medical and insurance benefits, as well as free meals. In total, McDonald's Malaysia spends

RM30,000 on each apprentice.

With over 14,000 employees nationwide, McDonald's Malaysia prioritises talent and skills development among its workforce. In addition to the McDonald's Vocational Apprenticeship Programme, the quick service restaurant operator has also introduced other talent development initiatives such as the McDonald's Management Apprenticeship Programme and the partnership with Universiti Teknologi Malaysia (UTM) for the university's MBA programme.





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POSSESSING A *Heart of Gold*



In our modern society, many families can't afford to survive on a single source of income due to the high cost of living. Thus, both parents in many households would need to take up more than one job in order to maintain a sufficient flow of income. Parenting roles and duties are also taken up by both mothers and fathers. Working parents feel stressed and tired as they are constantly on the go and they lack quality time with their children, friends, partners and even for hobbies during leisure time.

Gplex Realty is one of the subsidiary companies of Googleplex Holdings Berhad. The company registered its organisation, Persatuan Kebajikan Gplex and founded Angel's Home with full contributions from its staff and property consultants.

Angel's Home was established on 18th of December 2017 and it is a non-governmental organisation that provides shelter and care to the underprivileged children. The home also places special priority towards single parents. It provides a safe environment for children to dwell in when their parents are away during working hours. The home's professional

and experienced caretakers will take care of the kids from Mondays to Fridays (8:00 am to 6:30 pm). Home-cooked breakfast, lunch, dinner and healthy snacks are also served.

The home provides its services for free and in order to ensure the best quality of care is given, it only accepts around 20 children between the ages of 3 to 12. The home is under CCTV surveillance 24 hours a day as the children's safety is a priority.

Angel's Home is able to provide this service free of charge thanks to the consistent support and contributions by its main sponsors, Googleplex Holdings Berhad and Gplex Realty Sdn Bhd.

If you would like know more about Angel's Home's services, or would love to volunteer to help out, please contact Mr. Chao at +60 12-266 3693

Do you have a heart for CSR? How about finding a role for yourself in CSR initiatives?



Legoland Malaysia RESORT GAVE AWAY 10,000 TICKETS TO UNDERSERVED RURAL SCHOOLS

LEGOLAND Malaysia Resort gave away 10,000 free tickets to students and teachers from underserved rural schools in Malaysia. Students and teachers will be one of the first to experience the new SEA LIFE Education Program endorsed by the Ministry of Education (MoE) alongside the previously endorsed, English Mania & STEM (Science, Technology, Engineering and Mathematics) Programs. Both English Mania and SEA LIFE Education Program are aligned to the school curriculum.

“Education is at the heart of what we do here, backed by our LEGO® DNA of building creativity through play. The endorsement of SEA LIFE Education Program marks our commitment in offer a robust learning centre that stimulates our children’s curiosity

of the natural world and how they can help protect it. With our MoE endorsed programs, LEGOLAND Malaysia Resort is the perfect place for children to enjoy outdoor learning activities that is aligned to school curriculum,” said Thila Munusamy, Director of Sales & Marketing, LEGOLAND Malaysia Resort.

“We want to create an impact in our community through our CSR program. we welcomed 10,000 students and teachers to benefit from our fun learning experiences. By working with the MoE and JPN, we are also able to expand our outreach to schools across the country with our EDUPLAY EXPRESS Bus. The bus brings our educational programs directly to students and offers them an exciting interactive out-of-classroom learning platform,” Thila continued.

Do you have a heart for CSR? How about doing something to save and protect our environment?

Getha

ENHANCING SLEEP FOR CHILDREN IN NEED

IN MALAYSIA, there are over 60,000 children living in child care institutions. Many young boys and girls have been living in orphanages or shelters homes for as long as they can remember, and life for them hasn't always been easy. Getha continues its social aid through various initiatives with the donation of 75 mattresses to three shelter homes.

Getha's delivery team visited three homes. The first destination was Rainbow Home, a multi-racial home determined to provide these scarred children with love and hope. This shelter home takes care of 26 less fortunate children from the age of 3 to 18 years. Like all shelters, at the age of 18, children are then guided into a new life outside of the shelter. Getha donated 30 mattresses to this shelter, with a hope to make their sleep routine much more comfortable.

Next, Getha stopped at Shelter Home for Children. This organisation was created to rescue and protect children from traumatic families or situations, and nurture them into smart and brave members of society. Shelter Home houses boys and

girls from 4 to 12 years old, children above 12 years old move on to one of the other shelter homes. Getha sent 20 mattresses to this shelter for the continuous nurture and growth of these young children.

The last shelter Getha visited is Shepherds Centre Foundation. The team at this home is helping rejected individuals gain self-confidence and a sense of belonging. Getha donates 25 mattresses to non-school going boys from the age of 13 to 16 years old. These boys are taking up a vocational course to learn useful skills for future jobs, such as fishing, basic wiring, and about automobiles. This shelter cultivates these young boys to have valuable skills, while allowing them to explore what they like, and uncover hidden talents!

Getha has made other contributions to society, such as sponsoring orangutans in Zoo Negara, donating 1,000 pairs of black school shoes to children and providing help in a soup kitchen. The aim with all of these activities is to benefit the wellbeing of the environment and society for a sustainable future for everyone.



IMPROVING LIVES AND COMMUNITIES - A *Polygon Properties'* INITIATIVE

POLYGON PROPERTIES, one of Malaysia's leading real estate agencies, has officially appointed Viva Starfish Project as its charity arm. This was done through an MOU signing ceremony at Polygon Properties' annual dinner.

"In 2019, we started working with Viva Starfish Project by supporting their various events and projects. We were touched by the commitment and dedication of the Viva Starfish Project team and believed in their mission to empower lives through education and opportunities. As such, we decided to officially appoint them as our charity arm as part of our CSR initiative to give back to the community. In fact, it was the synergy of our missions to improve lives through education that made this collaboration a perfect fit for us," said Derek Soh, Co-Founder of Polygon Properties.

Polygon Properties is an award-winning real estate firm that specialises in working closely with prominent and reputable property developers to bring exclusive property deals to savvy international and local investors. The firm's vision is to be a global leading real estate agency by creating success and improving lives through real estate and education.

"Thanks, Polygon, for making our social impact yours also. We believe we can make a great impact for the communities and we love your energy and passion," said Jerryson Abraham

Doss, co-founder of Viva Starfish Project.

Viva Starfish Project is a social enterprise that believes in making a difference through education and opportunities. Founded in 2015, this charitable organisation serves multiple segments of society and, thus far, has established an orphanage, a shelter for abandoned youths and a shelter for homeless single mothers.

Some of the notable activities that Polygon Properties have participated in prior to the Covid-19 Movement Control Order included the hiring of a teacher to provide after-school tuition and conducting monthly futsal games for the children that Viva Starfish Project supports. The futsal games were both a joy for the children of Viva Starfish Project and staff of Polygon Properties who had fun playing and entertaining the children.

During the current Recovery Movement Control Order (RMCO) period, Polygon Properties is steadfastly taking steps to revive and continue their charitable support and activities that were disrupted by the Covid-19 pandemic.

Moving forward with Viva Starfish Project as its partner in charity, Polygon Properties hopes to empower more people, improve more lives and create a better future for our communities.



Do you have a heart for CSR? How about your company volunteering for disaster relief work?

Taobao

REVAMPS LOCAL ORPHANAGES IN JOINT CSR EFFORT

TAOBAO Marketplace, the popular online shopping platform under Alibaba Group, in collaboration with Lumahgo New Retail Sdn Bhd and Newbie Solution Sdn Bhd, today announced the completion of their community initiative at three Malaysian orphanages. Named "Corner of Hope", the initiative was carried out in line with Alibaba's 11th November 2019 Global Shopping Festival theme "Every Single Wish Counts", with the aim of giving children refreshed, inspiring spaces in time for the Lunar New Year.

The joint initiative involved renovating a section of the orphanages – Rumah K.I.D.S, Rumah Sayangan, and Rumah Charis (Home for the Children) and providing basic necessities, functional items and brand new, customised furniture and books. Combined, the orphanages are home to over 60 children aged between five and 18.

"This small gesture is aimed at bringing joy and making the New Year more memorable for these children. We really hope the revamped spaces will provide them a more conducive environment for their enjoyment, development of creativity and enthusiasm for learning," said Jess Lew, Marketing Manager of Tmall World Malaysia, the team under Alibaba Group that spearheaded this project.

For the Rumah K.I.D.S orphanage, in particular, Taobao and Lumahgo sponsored a brand-new playing area for infants and toddlers at their new branch in Taman Gembira, Klang.

Over at Rumah Sayangan, the "Corner of Hope" was refurbished with a warmer colour palette, complete with new bean bags, a carpet and bookshelves filled with new books to encourage a love for reading and learning.

Last but not least, the girls at Rumah Charis (Home for the Children) received a pleasant surprise when their rooms were refurbished with new furniture and curtains, allowing them to have tidier storage spaces and cosy bedrooms.

"We believe that in order for children to prosper, they must first be in an environment that offers comfort and peace of mind. We thank Taobao and other sponsors for enabling this by setting up a 'Corner of Hope' in our homes," said Jackson Pau, Home Coordinator of Rumah Charis.



FedEx Express works with Heart to Heart International to deliver 170,000 surgical masks from China to Kansas, U.S. that will be distributed to Kansas City area hospitals and to first responders.



As part of FedEx Cares "Delivering for Good" initiative, FedEx collaborated with Direct Relief to transport over 3.3 million surgical masks from China to U.S., Mexico, Ecuador and Peru in April.

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We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

“It's not just about being able to write a check.
It's being able to touch somebody's life”

– OPRAH WINFREY



Supporting The Environment

CARGILL CARES AND WETLANDS INTERNATIONAL MALAYSIA - FORGING A NOBLE PARTNERSHIP

WETLANDS INTERNATIONAL MALAYSIA is an independent, not-for-profit, global organisation dedicated to the conservation, restoration and wise-use of wetlands in Malaysia and ASEAN countries. It is the only global NGO dedicated to the conservation and wise use of wetlands. It aims to increase visibility and relevance especially among the local communities, private and corporate sectors and the government which creates an enabling environment for it to work more effectively, make an impact and achieve its ultimate goals in wetlands conservation.

In 2016, Cargill Cares approached Wetlands International and expressed its interest to contribute more for the environment which will bring benefit to local communities. Since 1978, Cargill has been operating in Malaysia, and its corporate responsibility programmes have been focused on programmes related to nutrition, education and the environment. Over the years, Cargill has invested in local communities through economic development, partnerships and contributions. As part of giving back to the community, its employees volunteer in these programmes.

Over the last 4 years, Wetlands International and Cargill have been in partnership with a goal to conserve and rehabilitate the wetlands of Malaysia. In this partnership, Wetlands International has conducted wetland awareness talks for Cargill employees from three of their different factories located at Butterworth,

Westport and Malacca. Apart from that, replanting activities at various mangrove forests have been organised for its employees.

Mangrove forests are an important feature of marine ecosystem. As part of Wetlands International's effort to rehabilitate degraded mangrove ecosystem, we work closely with one of the fishermen groups named PIFWA (Penang Inshore Fishermen's Welfare Organisation) which was set up since 1997. They have been involved in and are dedicated to mangrove restoration to reverse the impact of mangrove degradation on their livelihood. Hence, it is timely for their teaming up and rehabilitation of the degraded mangrove forests.

Over the years, Cargill has helped replant more than 3,500 of mangrove seedlings and 1,000 of peat swamp seedlings. Apart from the partnership with PIFWA, Cargill also organised replanting activities at degraded sites such as Hulu Selangor, Kuala Sepang and Pantai Remis with Forestry Department through Wetlands International. Through the joint efforts, Cargill has contributed in reducing the impact of climate change and improving the livelihoods of local fishermen. Recently, Cargill in partnership with Wetland International took part in a clean-up activity at Tanjung Tuan which has a rich and diverse population of flora and fauna and is known as the ideal 'pit-stop' for migratory birds. The programme was later followed by a team building activity which included interactive games related to the wetlands.





Be A Volunteer & Meet Welfare Needs

KECHARA SOUP KITCHEN GIVES A SECOND CHANCE TO THE HOMELESS AND FORGOTTEN

HUNGER Knows No Barriers – aptly describes Kechara Soup Kitchen, a not-for-profit and NGO established in 2008, that provides food, basic medical services, eye check, haircut, clothes to the homeless and urban poor regardless of race and creed; there is always someone to listen to their problems and offer advice. Kechara's no-discriminatory attitude also extends to their volunteers who come from all walks of life, motivated by the common goal of helping others. They work towards reducing homelessness by reuniting the homeless with their families, getting their lost documents replaced, rehoming and finding them jobs.

Their direct contact with those who live a 'street existence' has been invaluable in gaining their trust and gathering information on their needs. As a result of these observations, Kechara has established a plan to address not just the symptoms (hunger) but also the causes (urban poverty and a disconnection with society). Those stricken by poverty are not in that situation by choice. They do not want charity but they need inspiration.

KSK volunteers have discovered that there are people willing to re-enter society if given the opportunity – they just need to be shown the way. The state of being poor is not limited to just the physical aspects in life. It is not just about having no money, no food to eat, no shelter to call home and being denied of the opportunities that allow them to live decently. It goes beyond the physical and tangible context.

However, it is not the poverty or even the hunger that destroys their will to survive. It is the loss of hope, that sinking feeling that they have been forgotten, rejected and left behind by the community they belong to. When they lose hope, they also lose the fight to live on. When their lives reach this point, they allow themselves to descend into sub-human living conditions. These are the ones who have lost all hope and have resigned from life altogether.

From distributing food to the homeless, they have grown to collect surplus food from hypermarkets, wet markets, hotels, bakeries. These are given to the urban poor and to other charitable

organisations instead of landing in the dumps. Donated dry foods are stored in their food bank premises and distributed to the poor before the product expiry date. Also, in their premises, single mothers and at-risk mothers are taught skill sets, enabling them to earn money and provide for their families.

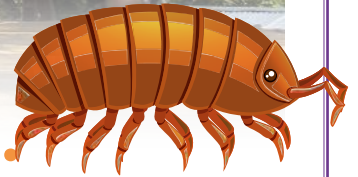
Kechara Soup Kitchen strives to reduce homelessness, food wastage and poverty thus leading to a nation of cleaner environment and a better quality of life for the less privileged community.





Supporting Charities & Projects

EPIC HOMES - HOW IT STARTED..



EPIC HOMES began in 2010 from a once-off infrastructure project in an Orang Asli village. After coming across a home on the verge of collapse, the founding team discovered the family had been living in such conditions for over two years.

Building a home seemed like the obvious solution, but they also wanted to address the deeper challenges the community faced in a sustainable way while enabling the community to actively participate in the process. Inspired by Lego and Ikea, the team

looked to create a model where anyone could come together and do amazing things, like building a home. They also wanted to cultivate a way for people to meaningfully build relationships as a means to champion long-term community development.

In October 2010, the first Epic Home was completed. The Epic Homes build system is designed around the idea that a quality home can be built with just 30 people in 3 days in a safe, fun, and meaningful way. They have been supported by companies such as General Electric, Sunway Construction, and Prudential.

Since 2010, Epic Homes have been able to mobilise over 6000 contributors, to 16 villages in 5 states, providing over 159 families with homes. Despite all they have accomplished in the past 10 years, they are still eager to serve the 10,000 Orang Asli families still requiring a safe place to call home.

Their proudest achievement is the facilitation of relationships between people from all walks of life, with new initiatives being born as a result of the relationships formed between both volunteers and home recipients. Epic Homes has now grown into a platform to cultivate cross-cultural partnerships with their process forming the foundation of new social initiatives (and even social enterprises!) which are supported as part of their Collective Impact Network.

The Epic Homes team has won various recognitions such as the Mohammad Ali Humanitarian Award, Malaysian Global Innovation and Creativity Centre (MaGIC) Amplify Awards: Chairman's Innovation Award & Community Enterprise of the Year 2017, SME Malaysian Social Entrepreneur of the Year 2017, Tatler Malaysia - Force For Good Award, The Edge Inspiring Young Leaders Award, among others.



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Supporting The Child BACKGROUND OF RUMAH HOPE

A **SANCTUARY** for abused, neglected and under-privileged children.

Rumah Hope was started in 1994 as a social ministry of Good Hope Lutheran Church, ELCM in aid of 5 needy children and as a sanctuary for abused, neglected and under-privileged children between the ages of 5-17. The Home relies solely on public funding to maintain itself.

After 4 years, the Home moved from an old rented bungalow in Old Klang Road to a new purpose built home, Rumah Hope 1 on the large grounds of Good Hope Lutheran Church in Paramount Garden , PJ. The construction of the home was possible thanks to generous contributions in cash and kind namely from Evangelical Lutheran Church Malaysia , Khalid Aluminium Industries Sdn Bhd, NGO's the general public and various corporate bodies. Rumah Hope 2, a second block was opened on 10th October 2006 on the same church grounds. Rumah Hope 1 and Rumah Hope 2 will be able to house a maximum of 70 children. The Home is registered with Registrar of Societies is also registered with the Selangor Welfare Council and it has been granted Tax Exemption status by the Ministry of Finance.



*Follow us to read more about our impactful stories on
Facebook @rumahhope*



HONOURING THE BEST OF MALAYSIA'S OUTSTANDING CORPORATIONS IN SUSTAINABILITY & CSR INITIATIVES

CSR Malaysia honoured some 47 Malaysian corporations during last year's Sustainability and CSR Malaysia Awards ceremony, its award recipients an index of outstanding Malaysian corporations that have excelled tremendously in the corporate sustainability and social responsibility arena in boosting the socio-economic transformation of Malaysia.

Selected by a panel of high calibre judges representing corporate and social bodies, this annual initiative is a joint project by CSR Malaysia and Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, creating a platform to celebrate outstanding achievers and inspiring corporations for their efforts to create a better Malaysia through their sustainability and corporate social responsibility endeavours.

Among the judging criteria for the Sustainability and CSR Malaysia Awards are clear purpose and goals of the company for the CSR initiative, the impact created and frequency of CSR events held. Presenting the awards were Dato' R. Rajendran, Chairman of CSR Malaysia, and Mr Lee Seng Chee, Co-Chairman of CSR Malaysia.

Cover Story CSR Awards 2020 - Recipients



Bank Rakyat - Company of the Year Award Overall Excellence In Sustainability & CSR Initiatives (Financial Institution)

In 2019, Bank Rakyat partnered with United Nation as an effort to combat the nutritional deficiency issue among students. It also organises programmes such as various programmes to help B40 group during the Covid-19 pandemic.



Homevest Capital Sdn Bhd - SME Company of the Year Award for CSR Excellence (Property Investment)

Homevest Capital Sdn Bhd is a property investment, property management and property development company. During the MCO, Homevest provides free accommodations for single mums and medical frontliners as a gesture of appreciation. It also focuses on its social responsibilities by looking out for single mothers who lost their livelihood due to the lockdown. Homevest has also organised blood donation drives during the lockdown to help cope with the shortage of blood in blood banks.



Mah Sing Group Berhad - Company of the Year Award for Enriching Children's Lives & Local Communities (Property Development)

Driven by its 3 pillars - Education, Health & Wellbeing and Community, Mah Sing Group forged strategic partnerships with NGOs and other local partners in order to bring sustainable impacts to the beneficiaries. In 2019, the group took on 24 projects, amounting to more than RM2.1 million in total donation.



PICOMS International University College - SME Company of the Year Award for CSR Excellence (Higher Education)

PICOMS International University College is a subsidiary company of Federal Territory Islamic Religious Council (MAIWP). Together with students in 2020, PICOMS committed to give back to community by encouraging its students to organise more high impact program and aiming the Sustainability Development Goals (SDG).

Cover Story CSR Awards 2020 - Recipients



Celcom Axiata Berhad - Company of the Year Award for Education & Digital Entrepreneurship (Telecommunications)

Celcom is Malaysia's first and largest private mobile network operator, with almost 13 million users on its 2G, 3G and 4G LTE+ networks, covering over 98% of the population. Celcom provides free tuition for more than 4,500 B40 SPM students in over 237 schools in collaborations with YPM, as well as in 30 MRSB and 5 non-MRSB tuition centres.



Micron Semiconductor Malaysia - Company of the Year Award for Supporting Environmental & Animal Welfare Projects (Manufacturing - Semiconductor)

A company manufacturing semiconductor, Micron Semiconductor Malaysia has partnered with local organisations to hand out RM2.6 million donation to front-line workers and hospitals, charitable homes and underprivileged families affected by the Covid-19 pandemic in Muar and Penang.



Serba Dinamik Holdings Berhad - Company of the Year Award for Supporting Needy Causes & Safety And Health Programmes (Engineering Services And Solutions)

Serba Dinamik Holdings Berhad focuses on operations and maintenance (O&M), and engineering, procurement, construction and commissioning (EPCC), IT Solutions and Education & Training. Among its CSR activities are donating to shelter homes, organising sport and health programmes, sponsorship for NGOs and safety and health programmes.



Smart SF Sdn Bhd - SME Company of the Year Award for Supporting Needy Causes (Investment Training)

Smart SF Sdn Bhd is an investment training company that reserves a budget to make monetary donations annually and encourage its employees to volunteer in its CSR programmes. Among its CSR initiatives are a visit to Rumah Hope, donation to Zoo Negara and contributing to the Little Yellow Flower Education.



**Tenaga Nasional Berhad - Company of the Year Award
Overall Excellence in Sustainability & CSR (Energy)**

As the country's largest electricity company, TNB has taken on the role of 'Powering the Nation' and this forms the core of the company's corporate responsibility policy. Among their outreach initiatives are uplifting the lives of the underprivileged; promoting equal access to quality education; and developing the country's sporting talents.



**Sarawak Energy Berhad - Company of the Year Award for
Community Solar Project Initiatives (Utilities & Energy)**

Sarawak Energy Berhad is a utilities energy company, among its CSR initiatives conducted are the Sarawak Energy CSR Solar Project for Rh Bada, Nanga Talong in Batang Ai, Lubok Antu, Sarawak in 2019. Its CSR spending amounted to RM1.45 million in 2019.



**Warisan TC Holdings Berhad - Company of the Year Award
for Environmental & Community Programmes
(Automotive & Consumer Products)**

Warisan TC Holdings Berhad (WTCH) is an investment holding company where its business segments comprising of travel and car rental, machinery, automotive, and many others. Among its CSR activities are organising Kiwanis Down Syndrome Charity Run, Blood Donation Campaign as well as recycling campaigns.



**Yayasan Pahang - Sustainability & CSR Leadership Award
(For A Foundation)**

Yayasan Pahang, a foundation established by the Pahang State government aims to improve Pahang citizens' living standard under the philosophy of "dignified society". The foundation has brought many significant changes to the lives of its people especially from underprivileged communities such as the Orang Asli and orphans.



Federal Express Services (Malaysia) Sdn Bhd - Company of the Year Award for Supporting Children Entrepreneurship & Education Programmes (International Logistics & Transportation)

Federal Express Services (Malaysia) Sdn Bhd (FedEx) has sponsored the FedEx Express/Junior Achievement International Trade Challenge (FedEx / JA ITC) in Malaysia to educate and inspire young people to understand entrepreneurship.



Yayasan Bank Rakyat - Sustainability & CSR Leadership Award for A Foundation (Bank)

Yayasan Bank Rakyat was formally registered on 16 May 2007 under the Trustees Act, to assist Malaysians in need in the fields of education and human capital development. Since its inception, it has contributed in excess of RM132 million for Education Assistance and RM61.4 Million for community development programmes.



Prudential Assurance Malaysia Berhad - Company of the Year Award for Community Financial Protection & Education (Financial Products & Services)

Prudential's CSR activities include providing financial protection and financial education through its PRU Kasih and financial education programmes such as Cha-Ching to primary school students and Duit Right to secondary school students.



Flex Johor - Company of the Year Award for Community & Environmental Programmes (Manufacturing & End-To-End Solutions)

Flex Johor delivers manufacturing and mechanicals solutions for the medical, consumer and industrial markets. In 2019, its CSR initiatives amounted to RM1.5 million. Among the activities carried out are Flex Earth Day Challenge, Flex Covid-19 Relief, Flex Women Day Celebration, and Energy Reduction Programmes.

Cover Story CSR Awards 2020 - Recipients



Manulife Holdings Berhad - Company of the Year Award for Orang Asli Children Education Support (Health & Wealth Management Products)

Being a part of Canada-based Manulife Financial Corporation, its CSR initiatives include the Orang Asli Education Support programme, whereby Manulife provides funding for transportation which ferries students to and from school, as well as providing an after-school tuition class. This resulted in 133 Orang Asli children gaining access to education.



Kuala Lumpur Kepong Berhad - Company of the Year Award for Sustainability & CSR Excellence (Plantation)

Kuala Lumpur Kepong Berhad is one of the leading plantation companies in Malaysia. Its approach to sustainability is based on its CR motto which reflect the core belief - Values Matter, Society Matters. Kuala Lumpur Kepong Berhad conducted its CSR initiatives for an amount of RM1.8 million.



E-Idaman Sdn Bhd - SME Company of the Year Award for Environment & Waste Management Initiatives (Waste Management)

E-Idaman Sdn Bhd is a company jointly owned by Metacorp Berhad and Cenviro Sdn. Bhd that undertakes the waste management business. Among the company's CSR initiatives are organising a CSR program at Kedah for Hari Malaysia and World Clean Up Day. Furthermore, in conjunction of World Earth Day, E-Idaman organised a CSR programme to instil the love of nature to its staff and the public.



Hektar Property Services Sdn Bhd - Company of the Year Award for Supporting Needy Causes (Property Management)

Hektar Property Services actively participates and collaborates with each centre's respective government agencies, charity foundations and independent bodies to organise events. It organises CSR programmes such as donation campaigns, local fundraising, community activities, education, environment and health awareness, as well as safety programmes.

Cover Story CSR Awards 2020 - Recipients



Kumpulan Perangsang Selangor Berhad - Company of the Year Award Overall Excellence In Education, Entrepreneurship & Community Development (Manufacturing & Trading)

Kumpulan Perangsang Selangor Berhad is an investment holding company listed on the Main Market of Bursa Malaysia Securities Berhad. In 2019, its CSR initiative amounted to RM4 million. Among its CSR programmes are education development programme, entrepreneurship development programmes, and community development programme.



Flex Penang - Company of the Year Award for Best Support for PWD Hiring & Continuous Learning (Manufacturing & End-To-End Solutions Provider)

Flex Penang specialises in audio, advanced mechanical solutions and exemplary manufacturing services. It has conducted CSR programmes such as hiring people with disabilities, continuous learning programmes among employees for free education, community outreach, back to school and providing free meals. Its CSR initiatives amounted to RM9.8 million in 2019.



BE International Marketing - SME Company of the Year Award for Sustainability & CSR Excellence (Multi-Level Marketing)

BE International Marketing Sdn Bhd is a multi-level marketing company that conducted its CSR activities through donation. Among its CSR initiatives are providing sponsorship to 8 schools, 271 students besides supporting Generasi Gemilang Foundation's activities through donation. The company also donated to Yayasan Jantung Malaysia for its programmes and activities.



Al-Ikhsan Sports - SME Company of the Year Award for Most Number of CSR Activities (Sports Retailer)

Al-Ikhsan sports is a sports retailer that carried CSR initiatives such as an entrepreneurship talk for the awareness and encouragement for community and a back-to-school donation and charity programme plus programmes that assist orphans and single mothers. Its CSR initiative amounted to RM1.5 million in 2019.



Sunway Group – Company of the Year Award for Education, Healthcare & Community Enrichment (Industrial Products & Services)

Sunway believes in giving back in all forms such as food, scholarship, job opportunities and more. These are in line with the #SunwayForGood pledge to promote sustainability and social responsibility efforts and it has benefitted more than 420,000 beneficiaries for the past 20 years. In 2019, the group spent more than RM2.8 million for their CSR initiatives which encompasses education, healthcare and community enrichment.



Heineken Malaysia Berhad - Company of the Year Award for Pioneering Environmental & Education Projects (Manufacturing - Beverage)

Heineken believes that business growth and sustainability go hand in hand. Among its CSR activities are the water project in collaboration with Global Environment Centre, the English Enrichment Training Programme for 54 vernacular school teachers and distributing water thimbles to 1,000 people located at Sungai Penchala and Sungai Selangor basins.



KPMG PLT - Company of the Year Award for Education, Youth & Environment Initiatives (Professional Services Firm)

KPMG Malaysia is a global professional firm providing audit, tax and advisory services. The company invests its time and resources to get involved in helping the under privileged communities, animal welfare, ocean and earth initiatives for the betterment of the community and the preservation of the environment.



Mondelez International (Malaysia) - Company of the Year Award for Community Nutrition & Education (Food - FMCG)

Mondelez International (Malaysia) is part of a global snacking powerhouse that conducted various CSR activities such as educating children on the importance of nutrition education and leading an active lifestyle, besides distributing food to the B40 group. Mondelez launched the company's flagship social-responsibility programme, Joy Schools programme in 2016 and it has benefitted some 8,000 students from 5 schools in Malaysia.



Getha (1969) Sdn Bhd - SME Company of the Year Award for Supporting Community & Animal Welfare Initiatives (Bedding Manufacturer)

Getha specialises in producing products made from 100% natural latex. In 2019, it donated 1,000 pairs of black school shoes to children across 17 homes and foundations, besides contributing to blood donation drives, charity bazaars, soup kitchen and the like.



ABM Fujiya Berhad

ABM Fujiya Berhad - Company of the Year Award for Blood Donation & CSR Initiatives (Automotive Batteries Manufacturing)

ABM Fujiya Berhad is a company that manufactures automotive batteries. The company conducted CSR activities such as periodic blood donation campaigns, organised the 3Rs (Reduce, Reuse and Recycle) programme plus chemical safety, waste and chemical management. In conjunction with the blood donation campaign, the company also organises a children colouring contest to instil the importance of “giving” in children.



7-Eleven Malaysia - Company of the Year Award for Supporting Needy Communities (Retail)

7-Eleven Malaysia provides assistance to the disadvantaged communities, and conducts eco-activities and conservation programmes. Among its CSR programmes are reaching out to Pasir Gudang chemical pollution victims, and helping the fire victims of Sg Isap, Pahang.



Leaped Services Sdn Bhd - Sustainability & CSR Leadership Award (For A Social Enterprise)

Leaped Services is Malaysia's pioneer and homegrown education Public — Private Partnership. Leaped undertakes education transformation programmes, funded by various sponsors to better support students and teachers. The company has impacted 71,000 students and 6,000 teachers in 162 schools across Malaysia. Its CSR spending amounted to RM43.8 million in 2019.

Cover Story CSR Awards 2020 - Recipients



Ronald McDonald House Charities Malaysia - Sustainability & CSR Leadership Award (For A Public Charity)

Among the CSR activities conducted by Ronald McDonald House Charities Malaysia are establishing the 2nd Ronald McDonald House at Hospital Universiti Sains Malaysia and 4 additional Ronald McDonald Sensory Room for Autism & Special Children therapy. The company also sponsored 48 children born with cleft lips and palates to undergo corrective surgeries under the Gift of Smile programme and distributed more than 32,000 Back-to-School Packs to needy primary school students.



WCT Holdings Berhad - Company of the Year Award for Community Sports Development (Engineering, Construction & Property Development)

WCT Holdings Berhad runs engineering and construction, property development and investment & management activities which include retail malls and hotels operations. The group organised the WCT KIDSS 2019, a community sports development programme that encourages a healthy lifestyle and social interaction through team sports while instilling the spirit of patriotism and unity.



Gerbang Alaf Restaurants Sdn Bhd - Company of the Year Award Overall Excellence In Sustainability & CSR (Food & Beverage)

Spending an amount of RM34.73 million from 2019 to September 2020 Gerbang Alaf Restaurant conducted multiple CSR programmes. Recently, it provided food sponsorship to front-liners who have helped keep Covid-19 at bay, contributed RM250,000 to the Ministry of Health to purchase PPE, organised the "Kita Jaga Kita" programme in support of the Ministry of Education for secondary schools.



Great Eastern Life Assurance (Malaysia) Berhad - Company of the Year Award for Uplifting Underprivileged Malaysian Children (Life Insurer)

ChildrenCare is Great Eastern Life's long-term community or Corporate Social Responsibility project and has benefitted over 10,000 underprivileged Malaysian children in registered children homes under Jabatan Kebajikan Masyarakat. Its employees and agents conducted fundraising activities and, as of January 2020, has donated RM3.05 million to the underprivileged children nationwide.

Cover Story CSR Awards 2020 - Recipients



Malaysia Airports Holdings Berhad - Company of the Year Award for Children Education & Community Initiatives (Airport Management & Operation)

Malaysia Airports Holdings Berhad's CSR initiatives are worth RM1.1 million in 2019. The company has carried out CSR activities such as the Beyond Borders Programme, High Fliers Programme and Ceria Ramadan.



Sri Ternak Group of Companies - SME Company of the Year Award for Supporting Needy Causes (Wholesale Grocer Mart)

Sri Ternak Group of Companies sell fresh and frozen food, grocery, beverages and other goods that are suitable for end users, food stall business, caterers, canteen operators, hotels, Western and Asian cuisine restaurants. It recently donated basic necessities to Pertubuhan Kebajikan Mohd Chan, where it will be distributed to underprivileged groups. The company also regularly donate to the under privilege communities to help alleviate their burden.



Pharmaniaga Berhad - Company of the Year Award for Health & Education Initiatives (Integrated Pharmaceutical Group)

Pharmaniaga Berhad conducted CSR initiatives with a value of over RM4 million in 2019. The integrated pharmaceutical group conducted CSR activities such as Skuad Operasi Sihat Program 'Speaking Nation' Pembelajaran Abad ke-21 and Program Tuisyen Pintar Harapan.



Kwantas Corporation Berhad - Company of the Year Award for Supporting Underprivileged Communities (Manufacturing & Processing - Palm Oil Products)

Kwantas Group is an integrated palm oil producer that believes "To do good is the greatest joy". It supports community projects and conducts CSR activities such as donating to fire victims at Pulau Banggi and a charity visit to Holy Family Residence at Papar.



Swissen Trading & Transport Sdn Bhd - SME Company of the Year Award for Corporate Social Responsibility Excellence (Transportation & Logistics)

Swissen Trading & Transport Sdn Bhd provides services such as trucking, haulage and forwarding. Among the company's CSR initiatives include providing an Epson LCD projector and donation of school bags to underprivileged students.



RHB Banking Group - Company of the Year Award for Nurturing Young Talents & Health and Wellness Initiatives (Financial Institution)

In 2019, RHB Banking Group invested RM2.6 million in community engagement initiatives focusing on nurturing children and youths. The Group also contributed RM3.5 million towards helping those affected by the COVID-19 pandemic and towards procuring medical essentials and distribution of packed meals for more than 2,000 front-liners throughout the lockdown period.



Kenanga Investment Bank Berhad - Company of the Year Award for Environmental Awareness & Sustainability (Investment Bank)

Kenanga Investment Bank Berhad contributes to sustainable growth by incorporating sustainable practices into its business operations and activities. Among its CSR activities are the in-house Environmental Awareness campaign #GreenAtWork. Kenanga's total CSR expenditure in 2019 was RM4 million.



Canon Marketing Malaysia Sdn Bhd - Company of the Year Award for CSR Excellence (Imaging Products & Services)

Guided by its 'kyosei' philosophy that focuses on "living and working together for the common good", Canon conducts CSR initiatives such as the One Canon One Tree Programme 2019 and National Camera Day.



Golden Pharos Berhad - Company of the Year Award for Education, Sports & Environment Initiatives (Logging & Sawmilling)

Golden Pharos Berhad is a Terengganu state Government Link Corporation (GLC). It engages in the provision of management services, harvesting, sawmilling and kiln drying of timber as well as manufacturing and trading of glass. Among its CSR initiatives are donating to Malim Gunung Association to build public facilities at Gunung Cemerung-Berembun-Lansir (CBL), participating in breast cancer awareness campaign and visiting breast cancer patients and survivors at Hospital Sultanah Nur Zahirah in support of the Pink October, Breast Cancer Awareness Month.



PMB Investment Berhad - Company of the Year Award for Promoting Education & Investment Literacy (Islamic Fund Management Company)

PMB Investment Berhad conducted an awareness campaign called "The #ARIFLABUR Programme" to educate the public about the importance of early financial planning. This is PMB Investment's effort to create lasting social changes and encourage more people to capitalise and build portfolios in equity funds offered by PMB Investment.



CHEF COLLIN LIM & CSR MALAYSIA

Work Their Magic for A Good Cause



The CSR team strike a pose after a job well-done with the charming chef-preneur

THE PRIVILEGE of treating yourself to a nice night out of pampering with a meal cooked by a culinary professional is exactly that; a privilege. And it's not every day that one gets to have a well-respected chef in the kitchen to showcase his culinary magic for the impoverished masses, but thanks to CSR Malaysia and Food Aid Foundation, it was a once-in-a-lifetime experience for the lucky 35 at Pusat Gelandangan KL.

The teams were proud to have 'culinary wizard' and founding partner of TCH Foodworks Chef Collin Edward Lim in the kitchen for a day on Tuesday, March 9, to prepare and cook up a hearty serving of Sweet and Sour Chicken with a scrumptious serving of vegetables on the side over rice. Yummy!

TCH Foodworks is a multidisciplinary food collective of skilled culinary extraordinaires on a mission to embrace a sustainable and greener business approach to reduce waste and promote long-term positive effects on the environment.

Find out more about their work and their many eclectic classes, check out their website here, or get involved by hitting them up on their email and Instagram.

Facebook & Instagram: [foodaidfoundation](#)
 Website: www.foodaidfoundation.org
 Email: info@foodaidfoundation.org
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(Mr Dheeraj Raina, Media CEO of Dentsu Malaysia)



MEDIA CEO OF DENTSU MALAYSIA & CSR MALAYSIA Lends A Special Pair of Helping Hands

FOR MOST, the weekends are one of the few moments where one can sit back and wash all the worries of the past week away, a refresher for the pressure-cooker of a week that is to come. But for some, the call to lend a helping hand for those in need stops for no one, and that was certainly in full force in the kitchens of a certain non-profit governmental organization we all know and love.

Recently, CSR Malaysia had the great opportunity to team up with Food Aid Foundation on a collaborative food project “Cooking for a Cause,” that saw the teams cooking up a storm for the 100 refugees of Ruth Education Centre, a residential campus for refugee students by Pastor Michael Moey, founder and principal of REC.

CSR Malaysia and Food Aid Foundation also had the unique

pleasure of having Mr Dheeraj Raina, the newly-appointed Media CEO of acclaimed advertising firm Dentsu Malaysia, on board to show off his cooking skills and add a little warmth of his own to the occasion, as the team worked meticulously to ensure that each hearty meal is made to perfection, all in the name of a good deed.

For more information about the Ruth Education Centre, visit their official website to know more about their programmes.

For further information, please visit
rutheducationcentre.wixsite.com/rec-1



Unloading the packed meals to the tenants of Ruth Education Centre



CO-FOUNDER OF RP DESIGN ILLUMINAZIONE & CSR MALAYSIA *Makes A Wholesome Meal from The Heart*

IN THE latest instalment of CSR Malaysia and Food Aid Foundation's ongoing collaborative efforts in bringing pioneering business figures in Malaysia and charitable organizations together, the teams called upon an influential woman entrepreneur to specially prepare a dish of her choice for the organization of the day-Pusat Gelandangan KL.

On Tuesday, March 16, CSR Malaysia and Food Aid Foundation welcomed the culinary stylings of Datin Jenny Ram, Co-Founder and Executive Director of Kuala Lumpur-based lighting design studio RP Design Illuminazione (M) Sdn Bhd, wowing the kitchen with her cheerful disposition and aromatic Ginger Chicken served with crunchy long beans on the side over rice.

Despite the persistent rainfall, the occasion was far from blue, as the laughter and dedication of everyone that day knew no bounds as they moved forward with their efforts to ensure that the 35 patrons sheltered at Pusat Gelandangan KL were able to experience a meal that would not only warm their belly, but their hearts as well.



(Chef) Datin Jenny Ram, Executive Director of
RP Design Illuminazione (M) Sdn Bhd





(Chef) Jenny Ram concively adding in the necessary ingredients to her special dish



The CSR Malaysia team hard at work preparing and cooking the day's choice of vegetables



SIME DARBY PLANTATION AND PARTNER MEME

DEVELOP THE WORLD'S FIRST MECHANISM TO RESOLVE HUMAN-ELEPHANT CONFLICT

YAYASAN SIME DARBY is funding RM8.11 million to support the 11-year research project.

The world's first publicly available human-elephant conflict (HEC) resolution mechanism is set to be developed, thanks to the partnership between academia, public and private sectors.

The science-backed mechanism in the form of standard operating procedures (SOP) will be made public by the end of this year and it champions co-existence between humans and the endangered species.

This is made possible by a collaboration between the Management and Ecology of Malaysian Elephants (MEME) project and Sime Darby Plantation (SDP).

MEME has been running since 2012 with support from Yayasan Sime Darby (YSD). YSD renewed its support for the project with a RM2.85 million commitment for three years from January 2020 until December 2022. The project's phase 3 launch is commemorated by a memorandum of understanding (MoU) signing between YSD and MEME at the University of Nottingham Malaysia (UNM).

The project's long-term goals are to increase capacity-building and tolerance among communities, smallholders and plantations; to promote human-elephant co-existence on a national scale; and to enhance the protection of wild elephants and their habitats. The project also aims to empower relevant communities to increase tolerance towards elephants, as this will address the rising death toll of the endangered species in Malaysia.

Teresa Kok, Minister of Primary Industries who was present at the launch lauded the initiative and said it addresses the rising HEC incidences among

villagers, plantation workers and the elephants.

YSD Governing Council Member, Mohamad Helmy Othman Basha said the SOP is being developed to form part of SDP's Human-Wildlife Resolution policy under its Responsible Agriculture Charter (RAC). He announced that the SOP is set to be implemented across all SDP estates before the end of 2020.

"In the long run, this undertaking will empower plantations to understand human-elephant conflict patterns in their own area and enable adaptive management standards, as elephant behaviour and the nature of the human-elephant conflict may differ from one place to another.

"Once completed, the standard operating procedure will be made accessible to all relevant industries," said Helmy who is also the Group Managing Director of Sime Darby Plantation.

MEME was established since 2011 as a joint research project between the University of Nottingham Malaysia and the Department of Wildlife and National Parks (PERHILITAN), with the aim to move towards evidence-based management and conservation of wild elephants in Peninsular Malaysia.

Dr Wong Ee Phin, the Principal Investigator for MEME said wild elephants require large roaming areas and a big portion of their habitat lies outside of protected areas. "In Peninsular Malaysia's landscape where we still have elephants and humans living together, two-thirds are experiencing conflict."

"The continued support from YSD has allowed MEME to continue our momentum, to move from knowledge generation to implementation on the ground. We need to work together with agriculture communities to see how we can manage the conflict to a tolerable level that allow coexistence for long-term," she said.



IREKA

CARES HELPS HOME OF PEACE TRANSFORM ITS ROOFTOP AREA INTO A LOVELY GARDEN



TO TRANSFORM Home of Peace's rooftop area into a beautiful and green garden for the children, IREKA CARES volunteers initiated a gardening project at the Home. This project was a continuation of IREKA CARES' CSR programme with the objective to promote and educate the children about environmental sustainability following its previous trip to Taman Tugu with the children.

Both volunteers and senior managers attended the event to spend time with the children planting flowers and plants, sharing lunch and generally having some fun time together.

Arrived at the Home around 8.00 am, all the volunteers and children were then split into four teams to start working on the project. After two hours of hard work on digging, raking, dividing and repotting plants that are root bound, watering, assembling the garden benches and so on, the area was transformed into a lovely garden.

*How about donating
a small sum to
charity?*

KENANGA INVESTMENT BANK

COLLABORATES WITH *DIALOGUE INCLUDES ALL* BY SUPPORTING THEIR PROJECT, CAFÉ INCLUDES

KENANGA INVESTMENT BANK BERHAD has always been actively working on and helping out in various forms of CSR activities and initiatives. In a recent interview with Chuah Sze Phing, Head of Group Marketing & Communications, Kenanga is responding to increased social and community needs especially in the COVID-19 environment, the Bank today launched The HumanKIND Project to empower Malaysian social enterprises working with marginalised communities, particularly the disabled and differently abled. The Project will commence with enhanced support for the Bank's long-standing social enterprise partner, Dialogue Includes All, which runs Café Includes, an independent café in Petaling Jaya operated by a team of people with disabilities including those with low vision, the physically challenged, hearing-impaired, autistic and others.

Kenanga Investment Bank Berhad was established 50 years ago in 1973 by its Founder and Adviser, YM Tan Sri Dato' Paduka Tengku Noor Zakiah Tengku Ismail. Despite being 94 years of age, she is still very active in the company. "Besides being an entrepreneur, she was also a philanthropist

with a passion to make changes for the better in the lives of others," says Chuah Sze Phing.

Tan Sri Tengku Noor Zakiah became a fashion designer in the 1950s and 1960s and would hold fashion shows with the expatriate and air force community to raise funds for charitable causes. "During the Asian financial crisis in the 1990s, Tun Dr Mahathir Mohamad had a government relief fund and she led the Stockbroking Association with Kenanga at the forefront and successfully raised a huge sum of money to contribute to the fund," says Chuah.

"We are actively supporting an organisation called "Dialogue Includes All" (DIA), formerly known as "Dialogue in the Dark". The Social Enterprise is operated by DID MY Academy Sdn Bhd and licensed by Dialogue Social Enterprise GmbH since September 2012, an international group of social enterprises which started in Germany," says Chuah excitedly. "Café Includes is an initiative under (DIA), it is spearheaded by disabled activist Stevens Chan and established in 2018. The cafe is an independent café in Petaling Jaya operated by a team of people with disabilities (PWDs)."





Kenanga's campaign, "The HumanKINDProject" will be launched to empower Malaysian social enterprises working with marginalised communities. "The central philosophy of the Project is our shared humanity. In a time of distancing and isolation, it is all the more important that we find ways to reconnect and amplify the essential qualities that make us human, which is kindness, compassion and empathy," says Chuah.

"We are supporting Café Includes as through the café, DIA seeks to provide PWDs training in food and beverage handling and preparation as well as the necessary business and management expertise required to run an independent and financially sustainable enterprise. Before the lockdown, the organisation held activities such as The Dark Experience Centre tours for fundraising, which is an experiential hour-long tour, where visitors are led by blind guides in groups through specially constructed dark rooms," says Chuah. "In 2019, they started "Art Includes", an arts festival for persons with disabilities, with a mission to foster, cultivate and harness mindsets on inclusions despite diversities through arts and music. DIA also provides free tuition to the blind and deaf children as well as offers training to disabled youths in economic enabling programmes. Today, the academy also has schools for urban farming, telemarketing, hosting virtual tuition and a café, all introduced to help People with disabilities to become entrepreneurs."

"We provided some funds for DIA to start the café. It is now relocated at Jalan Gasing in Petaling Jaya. We would like to promote the café to the public to make a social impact so we would like to encourage the public to try out the meals at Café Includes. The Bank will sponsor 100 customer orders

(with a maximum of RM20) made to the Café, every Friday starting on 19th February. These orders may be placed via the Grab food delivery service, redeemable with the promotional code "HumanKIND"," says Chuah. "Kenanga will also work with other frontline non-government organisations that assist marginalised B40 groups and the homeless, to ensure some of these orders reach others who are in need and may not have access to online ordering systems."

Marginalised communities in Malaysia face difficulties on many levels, including access to mainstream services and facilities and these difficulties have become a lot more urgent after more than a year of intermittent movement control. Kenanga has been supporting DIA since its inception in 2012. With around 45 members to support, they require 100 orders a day to break-even, and they hope corporates and individuals alike will join them in this move to help sustain their enterprise.

"We would like to invite everyone to join us in supporting Café Includes, and other social enterprises out there. Your everyday purchases could be used to help transform lives in a most positive way," says Chuah. "Kenanga has a long history of social responsibility interventions led by its founder, ranging from fundraising, community outreach to corporate social responsibility. The HumanKIND Project builds on this tradition as a focal point of Kenanga's philanthropic efforts, which the Bank hopes will act as a catalyst for wider social action. Therefore, we would like to call on corporations and individuals to join in a broad social movement to push forward the ethos of The HumanKIND Project by supporting social enterprises as the best agents of change to empower, inspire and assist those who are most in need."

HONG LEONG BANK BACKS COFFEE FOR GOOD TO EMPOWER YOUTHS

HONG LEONG BANK (HLB) under its CSR platform HLB Jumpstart has announced its collaboration to help yet another social enterprise to be more sustainable. Coffee for Good is a coffee specialist social enterprise founded by Faridah Halani and Dalia A Aziz, which aims to uplift youth from the B40 group through an on-the-job training programme. The programme will equip them with coffee knowledge and skills that would make them employable and provide them with job placements as skilled baristas.

Under the HLB Jumpstart programme, Coffee for Good will get a boost in branding and marketing campaign to recruit more trainees, especially on social media, pop-up cafes locations at some of Hong Leong Bank and its affiliated companies' offices, cashless payment facilities and financial knowledge sessions with the bank's SME specialists.

HLB Jumpstart, launched in September 2018, champions Malaysian social enterprises that create positive social impact with the aim of building sustainable businesses through its five pillars: Financial Knowledge, Tools and Digitisation, Branding and Marketing, Commercialisation, and Volunteering. Within a year of being established, HLB Jumpstart received recognition at the CSR Malaysia Awards 2019 for its strong support on the ecosystem of local social enterprises.

Prior to Coffee for Good, the bank had helped grow SURI, an award winning denim upcycling

social enterprise that provides skills and financial independence to single and underprivileged mothers. HLB also supported Green Hero, which was founded by a group of young environmental activists focusing on eradicating food waste across Malaysia.

Faridah is hopeful that the credibility lent by HLB and increased awareness of their Coffee For Good programme will encourage the youth to take advantage of its potential for employment. She said, "We are thankful to Hong Leong Bank for the opportunity to tap into the bank's wealth of business and marketing expertise. We will leverage on the bank's network to increase sales and adopt smart digital solutions offered by HLB to increase efficiencies, especially allowing us to use strategic locations at its office buildings to run our coffee business at no cost."

"We hope more corporate, building management and even individuals looking to expand their CSR activities can support Coffee For Good by providing us with spaces such as building lobbies to set up our pop-up kiosks to train these youths, be it on a short-term, intermittent or long-term basis," added Faridah.

HLB Jumpstart will continue to support and guide social enterprises as part of the bank's efforts towards building vibrant communities. Social Enterprises that are looking for support in sustaining their cause and business can write in to capr@hlbb.hongleong.com.my or visit <https://www.hlb.com.my/en/personal-banking/about-us/csr.html>



Can you spare a thought for the refugees' community? Your contribution for them will greatly aid in the provision of their daily needs.

For further information, please visit www.hlb.com.my.



RMHC
MALAYSIA

1990 - 2020

30 years of improving the health and well-being of children and their future in Malaysia

Ronald McDonald House Charities

Established in Malaysia on 15th February 1990, the Ronald McDonald House Charities (RMHC) Malaysia helps less fortunate children from financially-burdened families. Through public and corporate fundings, we reach out to them through four programs, namely the Ronald McDonald House (RMH), Gift of Smile, Ronald McDonald Sensory Room and 'Back-to-School'.



1. RONALD McDONALD HOUSE Keeping Families Close

When your child is sick, you would want the best care possible – even if it is hundreds or thousands of miles away. The Ronald McDonald House provides a place for families to call home, which allows them to stay close by their hospitalised child, at little to no cost. Currently, there are two Ronald McDonald Houses (RMH) in Malaysia. The first house was built in 1990 at Hospital Canselor Tuanku Muhriz, Universiti Kebangsaan Malaysia in Cheras, Kuala Lumpur and another RMH is located in Hospital Universiti Sains Malaysia at Kubang Kerian, Kelantan.



2. RONALD McDONALD SENSORY ROOM Building a network of sensory therapy facilities for children with special needs

RMHC Malaysia has established 34 Ronald McDonald Sensory Rooms at various schools and centers for children with special needs, the largest network of sensory therapy facilities in Malaysia. Ronald McDonald Sensory Rooms are equipped with multi-sensory equipment to help children with learning difficulties, developmental disabilities or sensory impairments. A total of RM3.3 million has been raised for this program that provides therapy to more than 4,000 children every year.



3. GIFT OF SMILE Helping Children Born with Cleft Lip and Palate

RMHC Malaysia has spent more than RM5.2 million to help children born with cleft lip and palate to undergo corrective surgeries. Since the inception of the "Gift of Smile" program, more than 700 children have undergone corrective surgeries with full financial support.



4. BACK-TO-SCHOOL Building Confidence in Seeking Education

Since 2017, RMHC Malaysia has distributed more than 55,000 'Back-to-School' packs to primary schools nationwide. The program aims to provide children from low-income families with basic school necessities in efforts to build their confidence and ease the financial burden of families.

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Ronald McDonald
House Charities
MALAYSIA

Change A
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The national and international accolades are testimony to the creation of our workplace that is diversified, inclusive and innovative.

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**To be Asia's model corporation in sustainable development,
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MINORITY SHAREHOLDERS WATCH GROUP
Shareholder Activism and Protection of Minority Interest

- Industry Excellence Award in the Industrial Products & Services category
- Excellence Award for Corporate Governance disclosure (Top 30 companies)



- 3G Sustainability of Performance Awards 2019 by Cambridge IFA



- Best Country Award for Overall CSR Excellence for Malaysia
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