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RM150,000 for three charities

Ricky Yap

PUCHONG: Malaysian generosity knows no bounds for it can be called upon time and again to help out when the need arises.

And the month-long "Belanja & Beramal" campaign, held in conjunction with the Hari Raya celebrations, was no different.

Malaysians rallied to the call in the campaign jointly organised by Nestle (Malaysia) Berhad and GCH Retail (Malaysia) Sdn Bhd, which operates the Giant outlets in the country.

Throughout the campaign, which ran from July 29 to Aug 26, both companies set aside an average of 30 sen from selected Nestle products sold at the latter's outlets in Peninsular Malaysia.

A total of RM150,000 was raised and evenly distributed among three charity organisations: Pertubuhan Tindakan Wanita Islam Malaysia (Pertiwi), a project-oriented volunteer group; Spastic Children's Association of Selangor & Federal Territory (SCAS&FT), a non-profit day-school and rehabilitation centre for children with cerebral palsy; and Persatuan Perubatan Islam Malaysia Rumah

Solehah, a home for women and children with HIV.

In last year's inaugural campaign, RM120,000 was raised.

A simple ceremony was held at the Giant Hypermarket in Bandar Kinrara here recently, where Izham Mohamed, executive director of foods, Nestle (Malaysia) Berhad, and Michael Tan, senior category manager, merchandising, GCH Retail (Malaysia) Sdn Bhd, presented a RM50,000 cheque to each of the three organisations.

Representing the charities were Professor Emeritus Datuk Dr Nik Safiah Karim, director (I) of Pertiwi, Datuk Dr Lam Peng Chong, president of SCAS&FT, and Fathiah Hamzah, project coordinator of Perubatan Islam Malaysia Rumah Solehah.

Izham said the campaign will be organised again next year because of

its success.

Tan said the response was more encouraging than last year, with many of the Nestle products sold out a fortnight before the campaign ended.

"Part of the money will go towards a Pertiwi project for single mothers. We also recently launched the 'Dapur Mesra' (soup kitchen), whereby we provide free food for the poor and needy in Kuala Lumpur," said Dr Nik Safiah.

To show their appreciation, a group of senior Pertiwi members rendered a few songs in a special presentation.

Lam said the donation, which would go towards the SCAS&FT Re-development Programme, would spur him and his staff to work even harder.

Fathiah said the money would be used to fund vocational training programmes for the children at Rumah Solehah.



(From left) Dr Nik Safiah, Izham, Dr Lam, Tan and Fathiah at the cheque presentation.