



22 SEP, 2021

## Empowering NGOs to aid communities

The Sun, Malaysia



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# Empowering **NGOs** to aid communities

**A**S of Aug 31, 2021, 3,800 families across Malaysia have received food aid through the HEINEKEN Cares programme, which started on July 26. With the help of eight non-governmental organisations and social enterprises, HEINEKEN Cares has channelled food aid to assist vulnerable communities throughout Malaysia, including those affected by job or income loss caused by the pandemic.

Kupi Kupu FM in collaboration with Sabah Human Development and Empowerment Association (SAHDEA), distributed food baskets to unemployed musicians and entertainers in Sabah.

Under strict adherence to the SOPs, distribution booths were set up at several locations across Sabah, with some offering drive-thru services, while others offered in-person pickups.

A total of 400 food baskets were distributed, seeing 2,000kg of rice, 800kg of cooking oil, 400 trays of eggs and other essential groceries going towards assisting members of the community through these challenging times.

Kupi Kupu FM general manager Lester Calvin Miol said: "Kupi Kupu FM is honoured to be a part of the HEINEKEN Cares Program. With this current initiative, we would be able to assist those in the entertainment industry, many of whom have been unemployed for the past two years due to the lockdown."

Meanwhile, PWD Smart Farmability has been focusing on distributing ethically farmed and organic fish and vegetables. To date, the social enterprise has distributed over 900 organic fish and 1,800kgs of vegetables to a wide range of orphanages, hospitals and other affected communities.

PWD Smart Farmability founder Dr Billy Tang said: "Since the start of the pandemic, we have seen a rising number of people in need of help and support. By channelling organic fishes and vegetables, we can scale up nutrition among needy families to improve their immunity."

HEINEKEN Cares also partnered with Soroptimist International Damansara (SID) to help B40 families located in Kampung Jawa, Klang. Essential food items including rice, eggs and cooking oil were delivered to the families in need.

"The pandemic has caused severe loss of lives and livelihoods, and many are struggling to feed their families. Through the HEINEKEN Cares

➤ HEINEKEN Cares has helped deliver aid to communities in need all across Malaysia

(right) HEINEKEN's partnership with eight NGOs has allowed it to reach out to various members of the community and provide aid from almost all aspects. – **HEINEKEN MALAYSIA**



programme, we will be able to provide food aid in the form of essential groceries to over 150 people from hardcore poor families, including single mother households or people living with disabilities," said Dr Saradha Narayanan, the National Representative Malaysia – Soroptimist International Southwest Pacific (SISWP) & Past President – Soroptimist International Damansara.

The Make It Right Movement (MIRM), on the other hand, has distributed 3,000 grocery bags to several communities through its FreeMakan project, an emergency pandemic response curated by MIRM to support vulnerable communities in overcoming humanitarian crises such as food poverty.

The grocery bags were distributed to communities located across Klang Valley, Kedah, Perak and Johor, with each bag containing essentials and other prepackaged food items. The beneficiaries included B40 families and Orang Asli families in Labis and Gelang Patah, Johor.

MIRM CEO Brian Lariche said: "The pandemic has hit many B40 families to the point where some families are surviving on almost nothing.

The collaboration with HEINEKEN Cares supports the families with basic provisions to ensure they have a daily

basic meal."

The HEINEKEN Cares is also incorporating employee wellness with community purpose.

Through the programme, for every 1,000 steps a HEINEKEN Malaysia employee takes, HEINEKEN Malaysia will commit one meal to a person in need, with the ultimate goal of achieving 150,000,000 steps for 150,000 meals for vulnerable communities across Malaysia.

The HEINEKEN Cares programme is administered by SPARK Foundation, HEINEKEN Malaysia's corporate social responsibility (CSR) arm.

Further information on HEINEKEN Malaysia's sustainability and initiatives can be found at:

- HEINEKEN Malaysia's official website: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com)
- SPARK Foundation's official website: [sparkfoundation.com.my](http://sparkfoundation.com.my)
- Feel free to get in touch with the HEINEKEN Cares partners listed above to help the needy Malaysians:
- Kupu Kupu FM: [kupikupifm.my](http://kupikupifm.my)
- PWD Smart Farmability: [www.facebook.com/pwdsmartfarmability](http://www.facebook.com/pwdsmartfarmability)
- Soroptimist International Damansara [www.sidamansara.org.my](http://www.sidamansara.org.my)
- Make It Right Movement: [www.makeitrightmovement.com](http://www.makeitrightmovement.com)



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### SUMMARIES

AS of Aug 31, 2021, 3,800 families across Malaysia have received food aid through the HEINEKEN Cares programme, which started on July 26. With the help of eight non-governmental organisations and social enterprises, HEINEKEN Cares has channelled food aid to assist vulnerable communities throughout Malaysia, including those affected by job or income loss caused by the pandemic.