

Chairman's Message



Dato' Indera Syed Norulzaman bin Syed Kamarulzaman
Mah Sing Foundation's Chairman

2020 marks Mah Sing Foundation's 15th year of establishment. Since our inception in 2005, we have been striving to make lasting changes in the lives of the children – especially in Malaysia. In our efforts to drive change and enhance the lives of the underserved community, we constantly forge new collaborations and foster existing partnerships with many hardworking and enthusiastic NGO's and partners to make this change a reality.

2019 was a meaningful year for the Foundation. I am proud to say that we have worked on projects that are in line with our vision and goals. We expanded our MSF School+ Annual Bursary programme in January 2019 to 2 other schools bringing it to 200 beneficiaries in total to-date. In March 2019, we launched our third flagship programme, Mah Sing Young Nation Builders Challenge which was officiated by the Deputy Minister of Sports and Youth, YB Steven Sim. Through the challenge, we saw many innovative and great designs produced by the contestants, which reinforces the vision of the youths as the nation builders of tomorrow. I have great hope in the future, not only for our beloved Malaysia, but globally. To know that the world is in better hands as we witness the calibre of young empathetic minds alike working together to solve problems and making critical and lasting decision, to drive sustainability.

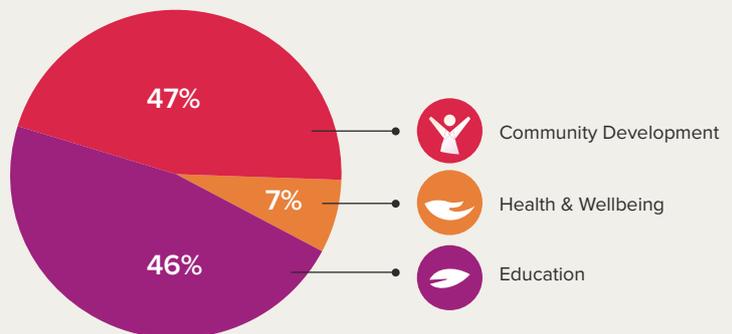
Continuing our transformation journey, in July 2019, the Foundation organised a donation drive with Mah Sing's

employees for Suka Society's Empowered 2 Teach Programme. The Foundation managed to raised RM6,000 worth of stationary supplies for 10 schools for the use of one year. Our success stories continue with our 2 prestigious award wins in September 2019 at the 2019 JCI Malaysia Sustainable Development Awards for our Mushroom Cultivation Project in collaboration with Hopes Malaysia. This is a significant award for us and serves as a constant reminder for us to work harder for our beneficiaries.

Concurrently, we completed the Megascale Gravity Water Project in September 2019 at five villagers in Kota Belud in collaboration with Hopes Malaysia, which benefited 3,400 villagers with clean and sustainable water supply. We also saw active participation from our colleagues in Mah Sing Group – from all corporate levels with their continuous dedication in giving back to the community through the Mah Sing Annual Corporate Responsibility Initiatives back in October and November 2019.

With that, in 2020 we remain committed to make a difference in the lives of the underprivileged communities in Malaysia. Together, let us enhance the lives of those in need through education, health and wellbeing, and community development programmes.

MSF's 2019 Impact at A Glance



Total Donated in 2019: More than RM2.1 Million



Supported Over
40 schools and NGOs



Impacted:
More than **23,000** individuals



Mah Sing Annual Corporate Responsibility Day 2019

19 Oct – 16 Nov 2019

For the second year now, employees of Mah Sing Group nationwide came together for the company's annual Corporate Responsibility initiatives. As a responsible property developer, employees, including the senior management team performed their social duties by giving back to the society through sustainable initiatives aimed at enhancing the wellbeing and livelihood of the surrounding community through the Group's volunteer platform – M'Power



Northern Region

(Teluk Kampi Beach, Penang National Park)

Mah Sing's M'Power members were given the opportunity to enhance the existing facilities for the ease of convenience of the visitors of the Penang National Park. Amongst the activities conducted for the CR initiative included installation of new information signage's; refining the conditions of facilities i.e. tables and benches by the beach; landscape enhancements, along with other facilities enhancement initiatives. These activities were carried out to ensure that the 417 flora and 143 fauna species that resides in the park are well preserved, as the Penang National Park is an iconic tourist destination – attracting over 1 million visitors annually.





Central Region

(MS Academy, Wisma Mah Sing)

A volunteer-based initiative that coordinates the assembly-line packaging of highly nutritious dehydrated meals comprising rice, soy, vegetables, and 23 essential vitamins and minerals. Coordinated by Rise Against Hunger, Mah Sing's M'Power members successfully packed approximately 10,000 meals, which is equivalent to 1,670 packets comprising 6 meals for each packet. This programme is an indoor project arranged for the benefit of expectant mothers and employees who are vulnerable to outdoor activities – in line with the Group's focus to promote inclusivity to all employees.



Dato' Indera Syed, Mah Sing Foundation's Chairman handing over the boxes of packed food to Mr. Daniel Mang, representative from the Alliance Chin Refugees Malaysia.



Major Take-Aways

- + 96.2%** had their Tuesday afternoon well spent and glad that they were a part of the event.
- + 80.8%** said their knowledge on Alliance Chin Refugees Malaysia has increased after the event.
- + More than 62%** said they will definitely volunteer if time permits.



Southern Region

(Desaru Beach, Johor Bahru)

Widely known as a famous tourist destination driven by its strategic location at the east of Johor Bahru, the main city of Johor. Dubbed as one of the best beaches around in Johor, Desaru is glazed with white sandy beaches and is one of the ideal spots for family-oriented activities i.e. Desaru Fruit Farm, Ostrich Wonderland and many more. In the spirit of preserving one of the most popular tourist destination in the country, Mah Sing's Southern M'Power members spent the day cleaning up the white sandy beaches of Desaru, whereby approximately 80kg of trash were collected.





Central Region (PA Seri Kelantan, Sentul)

Mah Sing's Founder and Group Managing Director, Tan Sri Dato' Sri Leong Hoy Kum together with Mah Sing's employees participated in several activities at the (Perumahan Awam) PA Sri Kelantan in Sentul i.e. refurbishing of futsal court, gotong-royong and conducted community based activities for the children of the PA community that are below 12 years old. This initiative was in partnership with Nippon Paint Malaysia as the sponsor for the paints used to enhance the futsal court. It was also graced with the presence of Member of Parliament Batu, YB P. Prabakaran.

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The highlight for today is about how beautiful the court is after painting. Through today's event, I also learnt to be more considerate with people from different background.

- **Lim Choon Chung,**
Corporate Finance and Service Department

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Central Region (Kuala Sungai Buloh River)

In partnership with Malaysian Nature Society, Mah Sing's M'Power members conducted various activities to support the river's recovery process namely river cleaning on the boats by using hooks and nets to rehabilitate the affected area. This in efforts to improve the aesthetic appearances of the jetty to aid the fishing community to attract tourists, allowing a secondary source of income. Approximately 550kg of rubbish were successfully collected from this initiative.

“

The highlight of today's event is definitely the emphasis of teamwork and getting to know our colleagues from different departments. From my participation in this event, I understand more about the importance of perseverance of the environment and the reason why we shouldn't pollute the river.”

- **Loh Sze Mun,**
Finance Admin Department

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Mah Sing Annual Corporate Responsibility Day 2019

19 Oct – 16 Nov 2019



IMPACTED PILLAR

Community Development



Total Beneficiaries Impacted:
More than **5,000** individuals



Total Volunteer Involved:
445 individuals



Total Initiatives:
8 initiatives



Total Volunteer Hours:
1,780 hours



Megascale Gravity Water Project Press Conference



**Problem Statement:
Water Crisis For
More Than 10 Years**



The Megascale Gravity Water Project which started in end June 2019 concluded with a press conference in Kedamaian, Kota Belud on 5th November 2019. The 3-month duration project is in collaboration with Hopes Malaysia, a Sabah-based non-profit organisation that focuses on meeting the basic needs of the underprivileged rural communities. The project aimed to provide sustainable and clean water through a gravity water system for five villages in Kota Belud, which will then be utilised to support the villagers' farming activities and basic daily needs.

According to Hopes Malaysia Founder and Executive Director, Sam Lee, the villagers whom are mostly farmers and rubber tappers with income below the poverty line and are self-sustaining, are lacking of clean water as most of the villages in the district are not connected to the public water supply system. As a result, these villagers obtain their water supply from rain water, underground water or from the nearby rivers for their daily usage. Thus, getting the basic necessity is not convenient and sustainable. Kedamaian, is an area surrounded by hills, hence most of the villagers rely on a gravity water system to channel water from the upper stream river to the villages.

▲ Villagers and volunteers fixing the pipes of the water catchment area for the Mega Scale Gravity Water Project at Kampung Kaung.

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“In line with MSF's focus to improve the wellbeing of the surrounding community, the collaboration with Hopes Malaysia is aimed to elevate the livelihood of the community in Sabah. This is our second partnership with Hopes Malaysia, following the success of the Mushroom Cultivation Programme in 2018, which brought sustainable income to the villagers of Kampung Tudan. The success of the previous project has ushered in another meaningful collaboration with Hopes Malaysia for the Mega Scale Gravity Water Project. This project has brought sustainable water supply to five villages – impacting more than 3,400 individuals.”

- Dato' Indera Syed Norulzaman Syed Kamarulzaman
Mah Sing Foundation's Chairman.

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The villages we supported were Kampung Kaung, Kampung Terintinton, Kampung Bokilong, Kampung Lasau Podi and Pampung Podos. The communities consist of the B40 group with an average monthly household income of below RM2, 000. The five villages have existing gravity water system, which were mostly installed in the late 1970s made of PVC and metal pipes. Most of these pipes are in poor condition and in need of major upgrades.

With the completion of the project, approximately 425 households were able to access to sustainable water supply and assisted three villages with their agricultural activities. The access to the water supply also reduced the average travelling to-and-fro the water source which then provides them more time for the community to focus their concerted efforts in earning a living.



**IMPACTED
PILLAR**

Community Development



Total Beneficiaries:
3,400 villagers



Total Villages:
5 villages



Total donated:
RM145,000



Project Duration:
3 months

The Star Step Up Programme



◀ Mah Sing Foundation's Chairman, Datuk Indera Syed Norulzaman Syed Kamarulzaman handing over a mock cheque of RM30,000 for the sponsorship of Step Up Programme to Star Media Group's Chief Executive Officer, Andreas Vogiatzakis.

Mah Sing Foundation has been supporting The Star Step Up programme for eight years now, which is a testament of our commitment to the vision of "Reinventing Hope, Creating Lasting Change in Children's Lives." Step Up, an initiative under The Star's Newspaper-in-Education (NiE) programme is an education pullout by Star Media Group aimed at helping primary school pupils master the English language.

The mock cheque presentation happened on 18th December 2019 at Wisma Mah Sing saw Mah Sing Foundation's Chairman, Datuk Indera Syed Norulzaman Syed Kamarulzaman presented a mock cheque of RM30,000 for the sponsorship of Step Up Programme to Star Media Group's Chief Executive Officer, Andreas Vogiatzakis.

The colourful syllabus-based content for upper primary school pupils tackles themes set by the Education Ministry and helps prepare pupils for the Ujian Pencapaian

Sekolah Rendah (UPSR). Step Up is a bilingual pullout that features Bahasa Malaysia and Chinese translations of difficult English words. The version with the Bahasa Malaysia translation is published on alternate Tuesdays while the version with Chinese translation comes out on alternate Thursdays.

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“Because it has such a positive impact with the recipients, we chose to continue supporting the initiative year after year. We hear positive feedback from schools. Teachers like Step Up. They say that it is a useful and helpful tool in helping students improve their English proficiency,”

-**Dato' Indera Syed Norulzaman Syed Kamarulzaman**
Mah Sing Foundation's Chairman.

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**IMPACTED
PILLAR**

Education



Total Distribution:
30,000 copies



Total Beneficiaries:
30 schools



Total Donated:
RM30,000



Project Duration:
12 months

Shoes of Hope Donation Drive



Problem Statement:
Children Could Not Afford
New School Shoes To Replace
Their Worn Out Ones

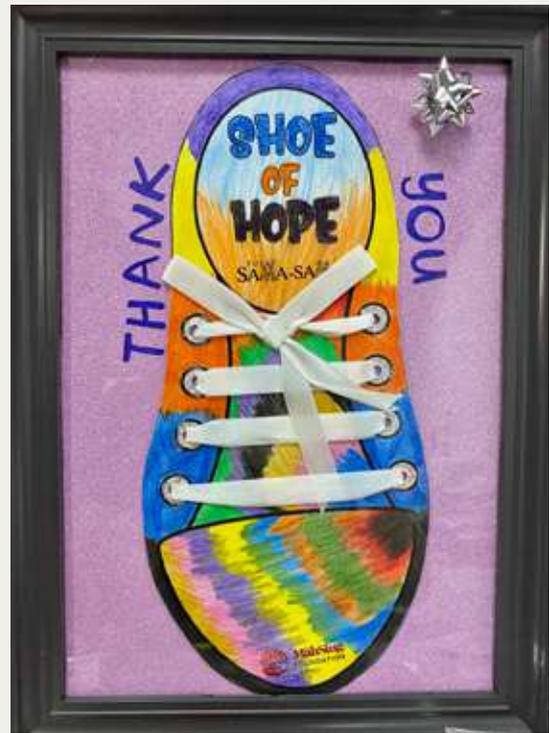
It was the end of August when Wendy Chua, Operations Manager of Community at Heart reached out to Mah Sing Foundation with an appeal letter for school shoe sponsorship for the kids at Pusat Sama-Sama, the resource centre that the Foundation has been funding.

Community at Heart is a non-governmental organisation that creates a platform for everyone to give and receive, whilst bringing positive change to the community. They are dedicated to serve the urban poor community in Puchong area. Mah Sing Foundation has been supporting Pusat Sama-Sama, a resource centre in Pangsapuri Enggang, Puchong to conduct English, Bahasa Malaysia and Mathematics classes for about 50-60 students aged 7 – 12 years old. Since the inception of this programme in 2018, student's attendance has improved by 70% on average-to-date.

The families in Pangsapuri Enggang are from the B40 income group which include single mothers, widows and ex-prisoners. These families are illiterate and are not capable of earning a sustaining income to support their families.

To make this donation drive more meaningful, the appeal was shared to all staff of Mah Sing Group to seek a school shoe sponsorship for a child. In less than 2 weeks, we achieved our goal of raising 55 pairs of school shoes (RM35 per pair). In return, each sponsor was given a little shoe-shaped bookmark, which was hand coloured and handwritten by the shoe recipients themselves.

Thank you to all Mah Sing's staff who have participated in the Shoes of Hope donation drive by sponsoring school shoes to the kids at Pusat Sama-Sama resource centre. Your gifts have provided a child in need with a new pair of shoes. A new pair of shoes that could help a child start the new school year with confidence— in the classroom, with their friends, and to pursue their dreams.



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"The Shoes of Hope donation drive was an incredible success. Not only did it help 55 kids who were most in need of school shoes, but it opened our eyes to the immense need for school shoes by the underprivileged kids from B40 community. To many of us, RM35 would be gone in just one meal. But for the kids, it means hope and confidence for them to attend school, and the shoes would probably last them for the entire academic year. It was really heartwarming when I received a handwritten thank you note from the kids!"

- Amelia Ooi
Corporate Responsibility Department

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Christmas Donation Drive



**Problem Statement:
In Need For More Story Books And
Educational Toys To Help Children's
Development**

The Christmas Donation Drive was initiated by two interns from Strategic Communications, Corporate Responsibility and Sustainability department under the purview of Senior General Manager, Lyanna Tew. Final year Psychology students from UCSI University, Cham Choy Qing and Hyanne Chiam took the leadership to drive this cause during their two-month internship tenure.

After communicating with a few of the Foundation's usual beneficiaries and project partners, they have come out with a pre-loved story book and toys donation drive among staff in Wisma Mah Sing for the Orang Asli kids in Kampung Enching, Kelantan. Mah Sing Foundation has been supporting the preschool in the village through a non-profit organisation called SUKA Society (Persatuan Kebajikan Suara Kanak-Kanak Malaysia).

The three-week donation drive saw donation items such as educational toys (puzzles, blocks, animal figurines) and storybooks for pre-schoolers. Choy Qing, who is passionate with community service shared, "We hope these donated items will bring joy and excitement to the Orang Asli kids who do not have the privilege of playing with brand new toys and reading new books, especially during Christmas season like this."

"I believe that all these children need is a little help, a little hope and someone who believes in them. Every little gift they receive means a lot and what is better than giving them toys and books which will help enhance their education and literacy, which is the key to a better life for them," added Hyanne while showing her appreciation to all Mah Sing donors.



▲ Strategic Communications, Corporate Responsibility and Sustainability department interns, Cham Choy Qing (left) and Hyanne Chiam (right) handling the Christmas donation drive items to SUKA Society's representative, Loh Sheau Ren (middle) at SUKA's office.





*Bursa Bull Charge
Charity Run*



The Edge Charity Run

Mah Sing Group was a proud sponsor of The Bursa Bull Charge (TBBC) 2019, a charity fund-raising event by Bursa Malaysia held on 14th November in Kuala Lumpur. More than 1,300 runners charged through the streets and raised a total of approximately RM1.8million for 15 beneficiaries and supporting causes towards Education and Community Investment and Preservation of Environment and Wildlife (CIPEW). Mah Sing team was represented by 4 runners whom participated in both 5km Men and Women Open.

Chief Design Officer of Mah Sing Group, Kevin Lew led the Mah Sing team at The Edge Rat Race 2019 on 27th November. A total of RM1.398million was raised this year and almost two thirds has been disbursed to The Edge Education Foundation to 20 beneficiaries. This event encourages the participation from top management to get on the ground with the employees. A total of 6 participants from Mah Sing have successfully completed the race within the given duration.

Upcoming Events



Health Check by Taylor's University School of Biosciences students at PPR Seri Alam



CerDik (Cerita Sambil Mendidik) Programme at Sekolah Kebangsaan Kampung Batu



Lunar New Year 'Pass-It-On' Donation Drive

We would like to express our gratitude to our generous donors and partners for their continued support for the work that we do.

Thank you

from the bottom of our

hearts



MahSing
FOUNDATION

Ways to donate

Cheque - Payable to Mah Sing Foundation.

Write your name (as per IC) and contact number behind every cheque sent.

Direct bank-in / internet banking - This includes cheques, cash deposit machines, ATM transfer, counter or online banking.

Name of bank: Maybank

Account name: Mah Sing Foundation

Account Number: 5143 6540 3238

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