

Maybank brings ‘Kasih Ramadhan’ cheer to hospitals

In conjunction with the holy month of Ramadhan, Maybank Group recently brought special aid and comfort to patients at selected hospitals throughout Malaysia. With the theme ‘Kasih Ramadhan’, the Group distributed festive gifts to more than 2,500 patients at 14 major government hospitals throughout the country.

In Kuala Lumpur, Maybank visited patients at the oncology, geriatric and paediatric wards in Hospital Kuala Lumpur. The contributions were from the Zakat Wakalah funds of Maybank Group employees with consent from Pusat Pungutan Zakat - Majlis Agama Islam Wilayah Persekutuan.

The event saw Nora Abdul Manaf, Group Chief Human Capital Officer of Maybank, accompanied by fellow Maybankers, handing over packets of raya cookies and ‘duit raya’ to more than 200 patients from Hospital Kuala Lumpur. Concurrently, the same initiative was carried out at 13 other government hospitals in various other states namely Hospital Tengku Ampuan Rahimah (Selangor), Hospital Tuanku Ja’afar (Negeri Sembilan), Hospital Sultanah Aminah (Johor), Hospital Besar Melaka, Hospital Pulau Pinang, Hospital Sultanah Bahiyah, (Kedah), Hospital Tuanku Fauziah (Perlis), Hospital Tengku Ampuan Afzan (Pahang), Hospital Raja Perempuan Zainab II (Kelantan), Hospital Sultanah Nur Zahirah (Terengganu), Hospital Raja Permaisuri Bainun (Perak), Hospital Wanita dan Kanak-Kanak Sabah and Sarawak General Hospital.

“We want to share the blessings of Ramadhan and the joy of Hari Raya by distributing festive goodies to the patients whilst providing them moral support. At the same time, we also feel it is important to help promote greater unity and harmony amongst the people, and ensure that those who are ill can still enjoy some of the festive cheer despite being in a hospital environment,” Nora said.

The cookies were purchased from entrepreneurs under Maybank Foundation’s Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) programme and Maybank Kim Eng’s Trade [&Give] participants, which are programmes of the Group to support the underprivileged communities by equipping them with entrepreneurial skills.

“Our R.I.S.E. programme has been immensely successful as it has allowed the disabled and marginalised communities to undergo entrepreneurship training and become financially independent,” said Nora. “We have sourced the festive cookies from our Trade [&Give] and R.I.S.E. participants in the different states to help them increase their sales and ensure that they benefit from being included within our supply chain. This is very much in line with our mission of humanising financial services and being at the heart of the communities.”

Apart from the Kasih Ramadhan initiative, the Group also organised a number of other events during this festive month such as the MaybankHeart Charity Bazaar at Menara Maybank where 10% of the sales proceeds will be donated to MaybankHeart beneficiaries as well as distribution of Bubur Lambuk to employees.
