

Press Release

7 APRIL 2020

Generous donors raise over RM300,000 in MaybankHeart-MERCY crowdfunding campaign against COVID-19

- Campaign extended with new target of RM500,000

Members of the public have given overwhelming support to the fund-raising campaign undertaken by Maybank in collaboration with Mercy Malaysia for its 'COVID-19 Pandemic Fund' - with over RM300,000 raised in less than two weeks. This is well ahead of its targeted date of 20 April 2020.

The campaign was carried out via MaybankHeart - Maybank's online peer-to-peer charity platform that offer direct connections between donors and recipients - as well as Maybank's online banking portal, Maybank2u which offered donors a quick and convenient way to contribute towards the cause.

The aim of the campaign was to raise funds for Mercy Malaysia's COVID-19 Strategic Preparedness and Response Plan which seeks to provide much needed support in the form of medical equipment and other essential items to Malaysia's healthcare system as well as assist the unsung heroes, mainly frontliners and volunteers in the fight against COVID-19. In addition, it would also provide essential supplies and assistance to marginalised groups in the community to ensure they are able to obtain relief during the MCO.

Following the overwhelming response and positive feedback from the public, Maybank and Mercy Malaysia have agreed to extend the campaign with the MaybankHeart-Mercy 2.0 campaign. This campaign aims to raise an additional RM200,000 in a continued effort to fight the COVID-19 outbreak, to bring the total of funds raised to RM500,000.

Chairman of the MaybankHeart Council, Dato' Amirul Feisal Wan Zahir, who is also Group Chief Financial Officer of Maybank said, "The success of the first campaign was a remarkable reflection of the generosity of members of the public who have come forward to support our nation and participate as a community in this fight against COVID-19 and we thank all those who contributed to this effort. But the war against this virus outbreak is far from over as we continue to see the disastrous impact on countless number of families and businesses."

The newly launched MaybankHeart-Mercy 2.0 campaign will provide additional opportunity for more donors to help support this fight to combat the spread of COVID-19. For this campaign, a new feature allows customers of Maybank cards to make donations using their TreatsPoints.

Meanwhile, Datin Raja Riza Shazmin, Mercy Malaysia's Vice President II, expressed gratitude to MaybankHeart and the Malaysian public for their generous contributions to the organisation's Covid-19 Pandemic Fund. "The support and encouragement we have been receiving are

gratifying and makes us even more determined to do better in what we do. We are immensely grateful to MaybankHeart for providing a safe and convenient way for people who want to contribute to our battle.”

MaybankHeart was launched in November 2016. Since then, NGOs have raised some RM2.6 million for their respective fundraising causes via this platform. This crowdfunding platform is also open to organisations to initiate crowdfunding initiatives for other underprivileged segments of society who may require financial aid and support at any time, in line with Maybank’s mission of humanising financial services.

Members of the public who wish to contribute to the MaybankHeart-Mercy Malaysia 2.0 fund can do so at www.maybankheart.com or www.maybank2u.com.my. NGOs and charitable bodies which are keen to include their campaigns on this crowdfunding platform may email maybankheart@maybank.com.
