

MEDIA PRIMA-NSTP HUMANITARIAN FUND REPORT 2016



A look at how your contributions helped thousands in 2016

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THIS BOOKLET IS BROUGHT TO YOU BY MEDIA PRIMA BERHAD AND THE MEDIA PRIMA-NSTP HUMANITARIAN FUND.

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> Cover Pic: KUALA LUMPUR. Zabedah Setapa, 46, received her prosthetic limbs courtesy of public donations through the Media Prima Humanitarian Fund. Pictured on the front page of this report is Zabedah undergoing training with Teh Lin Prosthetic and Orthopedic Co Sdn Bhd. NSTP/NURUL SHAFINA JEMENON.

LETTER TO DONORS



Dear Esteemed Donors,

Thanks to you, 27 patients were able to undergo lifesaving heart surgery, cancer treatment and other critical medical procedures.

Thanks to you, 33 individuals received assistance to ease the hardship faced due to their medical conditions.

Thanks to you, 35 poverty-stricken people received much needed financial assistance to carry on with their daily lives in dignity.

Thanks to you, 157 patients suffering from kidney illnesses were able to get treatment at the National Kidney Foundation Dialysis Centres.

Thanks to you, millions affected by natural and man-made disasters received assistance to ease their loss.

In short, your generous contributions to the Media Prima-NSTP Humanitarian Fund throughout 2016 have made a big difference to the lives of those who are in need of assistance.

At Media Prima, we utilise our media platforms to generate awareness on the plights faced by communities. We are truly blessed and humbled at the outpouring of support received each time those cases are highlighted. We would like to share our 2016 Report detailing the various initiatives that were undertaken for the benefit of millions who required assistance.

We hope this report will not only provide good insights on what we were able to achieve together but also encourage your continued support to our humanitarian fund.

Thank you again for your humane spirit and generosity.

Tan Sri Dato' Seri Mohamed Jawhar Hassan

Chairman, Board of Trustees

Media Prima-NSTP Humanitarian Fund



KUALA LUMPUR. Suresh Shunmugan and his wife Radha Kupusamy appealed for donations for their daughter's heart surgery. Keshika Sai successfully underwent surgery in April 2016. NSTP/HALIM SALLEH

ABOUT US

Background

The **Media Prima-NSTP Humanitarian Fund** (“MPNHF” or “the Fund”) was established on 15 May 1991. It was then known as the Malay Mail Charity Fund, a fund that was set up with the sole purpose of providing assistance to those facing hardships. Though the fund underwent several name changes but then, the spirit of the funds remained intact. The MPNHF today provides opportunities to the less fortunate to afford medical treatment and relieve suffering due to disasters, political conflicts and poverty with the help of caring individuals, corporations and governmental organisations.

Structure

MEDIA PRIMA HUMANITARIAN FUND		
Medical Assistance (Humanitarian Fund)	Disaster Relief (Disaster Fund)	Poverty (Bersamamu)
To provide assistance to individuals who cannot afford medical treatment.	To provide relief to individuals and communities facing hardship due to disasters.	To provide relief to victims of poverty.

Our Role

The MPNHF is able to assist thousands of individuals over the years because of the generous contributions made to the fund. Our role is to highlight and generate awareness on the various humanitarian plights through Media Prima’s integrated media platforms, namely newspapers, television, radio, out-of-home advertising and digital media. We also endeavour to ensure all contributions are allocated for deserving recipients. All administrative costs, are borne by Media Prima Berhad (“Media Prima”).

Governance

The fund is governed by a Board of Trustees comprising a mix of independent members and representatives from Media Prima.

1.	Tan Sri Dato’ Seri Mohamed Jawhar Hassan (Chairman)	Independent
2.	Toh Puan Dato’ Seri Hajjah Aishah Ong	Independent
3.	Dato’ Dr. Salim Cassim	Independent
4.	Dato’ Mohammad Azlan Abdullah (resigned wef 28 February 2017)	Media Prima Berhad
5.	Encik Mohamad Ariff Ibrahim (appointed wef 13 March 2017)	Media Prima Berhad
6.	Datuk Kamal Khalid (appointed wef 1 March 2017)	Media Prima Berhad

**The fund is subjected to an annual audit by independent external auditors (Pricewaterhouse Coopers).*



KUALA LUMPUR. Julia Tracy Anak Josephine, 5 months old, suffers from Ventricular Septal Defect, a congenital heart disease. Julia successfully underwent surgery in March 2016. NSTP/HAFIZ SOHAIMI

MEDICAL ASSISTANCE TO THOSE IN NEED

Medical Assistance

MPNHF collaborates actively with government hospitals, medical institutions and welfare departments across Malaysia in identifying the less fortunate and provide assistance to them to undergo medical treatment.

Amount carried forward from 2015	RM1,914,335.73
Total contributions received in 2016	RM721,925.54
Total amount disbursed in 2016	RM1,336,644.59
Balance as at 31 December 2016	RM1,299,616.68
Number of recipients	60
Age of recipients	1 day - 23 years old

*Total amount disbursed in 2016 includes medical assistance (RM991,644.59), National Kidney Foundation (RM276,000.00) and financial assistance (RM69,000.00) to the less fortunate families.

Types of Medical Assistance

Heart related surgery	23
Thoracolumbar Scoliosis	1
Provision of artificial limbs	1
Treatment for lung diseases	1
Treatment for Leukaemia	1
Medical aid related cases	33

Kidney Disease

Funds from the MPNHF were used to purchase six units of dialysis machines at a total cost RM276,000 which were donated to the National Kidney Foundation ("NKF"). The dialysis machines were placed at the NKF Dialysis Centres in Cheras, Kota Samarahan and Sarikei. NKF estimated that the machines will benefit 156 patients per month where one dialysis machine is capable of providing 936 dialysis treatments a year.

Pilu lihat anak nazak

■ Bapa mahu tubuh kumpulan buskers demi kumpulan dana pembedahan zuriat

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Seorang bapa yang mahu melihat anaknya yang sedang menjalani pembedahan di hospital, terpaksa menunggu di luar bilik rawatan. Bapa itu, yang dikenali sebagai 'Bapa Nazak', berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan. Dia berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan. Dia berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan.

'Tabahlah anakku Fahyem'

■ Budak deris itu penyakit serentak tak mampu ceria seperti insan lain

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Seorang budak lelaki yang dikenali sebagai Fahyem, 42, yang dikenali sebagai 'Budak Deris', berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan. Dia berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan. Dia berkata dia terpaksa menunggu kerana dia tidak mempunyai wang untuk membayar bilik rawatan.

2 kids need funds for heart surgeries

KUALA LUMPUR: Two-month-old Muhammad Ammar Che Mohd Asri, 5 months old, suffered from congenital heart disease. NSTP/ROSELA ISMAIL

KUALA LUMPUR: Au Huey Huey, 35 with her child Au Lip Seng, 4 months old, suffered from congenital heart disease. NSTP/AZHAR RAMLI



KUALA LUMPUR. Au Huey Huey, 35 with her child Au Lip Seng, 4 months old, suffered from congenital heart disease. NSTP/AZHAR RAMLI



KUALA LUMPUR. Muhammad Ammar Che Mohd Asri, 5 months old, suffered from congenital heart disease. NSTP/ROSELA ISMAIL



SERENDAH. Taman Idaman landslide victims were placed at the Sekolah Rendah Agama Serendah relief center.
NSTP/ZULFADHLI ZULKIFLI

HOPE FOR THE BEST, PREPARE FOR THE WORST

Disaster Relief

2016 saw several incidents of natural and man-made disasters which resulted in the suffering of thousands of individuals. The MPNHF, through its Disaster Fund, endeavoured to provide the much-needed assistance to the victims in various relief efforts with the help of our technical partners. The year 2016 also saw the completion of several initiatives that were carried over from the previous year, such as the rebuilding of new houses for victims of the 2014/2015 floods.

Activities	Amount Disbursed	Description	Technical Partners
PROJECTS CARRIED FORWARD FROM 2015			
Distribution of Disaster Survival Kits for 2016.	RM186,216.28	2000 units of Disaster Survival Kits disbursed at the following areas: <ul style="list-style-type: none"> • Sarawak • Kelantan • Terengganu • Melaka • Selangor 	<ul style="list-style-type: none"> • Angkatan Tentera Malaysia (ATM) • Jabatan Kebajikan Masyarakat • Bomba dan Penyelamat Malaysia
Post-flood relief assistance to rebuild houses in Kelantan.	RM2,024,035.00	Rebuilding 38 units of houses destroyed in 2014/15 floods.	<ul style="list-style-type: none"> • Unit Pemulihan Pasca Banjir JPM • Jabatan Kerja Raya Daerah Kuala Krai • ICU JPM
2016 SUMMARY OF ACTIVITIES			
Post-flood relief assistance to victims of flood in Sarawak.	RM167,900.00	Post flood relief assistance to 840 families.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat • Pejabat Daerah Kuching, Bau, Samarahan, and Serian
Post-flood relief assistance to restore community centre and place of worship in Sarawak.	RM49,500.00	Repair and restoration works of a community centre in Kuching.	<ul style="list-style-type: none"> • Bard Supply and Services Company • Pejabat Daerah Kuching

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KUDAT. Firemen extinguish six burning shops at Jumbo building in Jalan Batu Satu. NSTP/IHSAN BOMBA



GUA MUSANG. Salimah Abdullah 66, holding her disabled son Azman Husin 38, and her husband Husin Ali 69, in front of their damaged house during the massive flood in Kelantan. NSTP/FATHIL ASRI



SERENDAH. Landslide victims resting at the relief center. NSTP/SADDAM YUSOFF



KLANG. Children participated in various activities at the Kampung Tok Muda relief center. NSTP/ROSDAN WAHID

2016 SUMMARY OF ACTIVITIES

Activities	Amount Disbursed	Description	Technical Partners
Relief mission for victims of massive fire in Sabah.	RM30,056.20	Distribution of relief items to 260 families affected by fire tragedy in Kampung Titingan, Tawau.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat Kudat • Pejabat Daerah Tawau • GCH Retail (Malaysia) Sdn Bhd
Fire relief mission in Sabah.	RM34,852.14	Distribution of relief items to 233 families affected by fire tragedy in Kampung Landung Ayang, Kudat.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat Kudat • Pejabat Daerah Kudat • GCH Retail (Malaysia) Sdn Bhd
Fire relief mission in Sabah	RM16,339.55	Distribution of food supplies to carry out operations for Fire & Rescue Department (JBPM), Sabah.	<ul style="list-style-type: none"> • Jabatan Bomba dan Penyelamat Malaysia, Daerah Beaufort • GCH Retail (Malaysia) Sdn Bhd
Relief mission for victims of landslide in Selangor/Pahang.	RM2,702.10	Distribution of basic necessities to 17 households, placed in temporary relief centres due to landslide.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat • GCH Retail (Malaysia) Sdn Bhd
Relief mission for victims of flood in Selangor.	RM20,143.47	Distribution of basic necessities to 217 families affected by floods in Mahang.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat daerah Kuala Selangor • GCH Retail (Malaysia) Sdn Bhd
Relief mission for victims of storm in Pahang.	RM42,800.00	Post-disaster relief to 214 families in Temerloh and Jengka Pahang.	<ul style="list-style-type: none"> • Jabatan Kebajikan Masyarakat • Pejabat Daerah Temerloh • Pejabat Daerah Jengka

POVERTY



Since its inception in 2005, the popular television programme Bersamamu has assisted hundreds of families and individuals facing hardship due to poverty.

Amount carried forward from 2015	RM NIL
Amount received, previously managed by Amanah Raya Berhad (ARB)	RM772,857.05
Total contributions received in 2016	RM361,096.66
Total amount disbursed in 2016	RM362,000.00
Balance as at 31 December 2016	RM771,953.71
Numbers of recipients	35

INTERNATIONAL INITIATIVES

The Palestinian Cause

While the MPNHF focused primarily on domestic initiatives, we are cognisant that millions are faced with various hardships across the globe due to conflicts and political upheavals. Media Prima provides an avenue for contributors to assist such victims in Palestine and Myanmar. Assistance to people in these countries are given through reputable NGOs with established humanitarian missions in those countries.

Tabung Kemanusiaan Palestin Media Prima

Amount carried forward from 2015	RM391,314.96	Recipients: <ul style="list-style-type: none">• Mercy Malaysia• Perdana Global Peace Foundation
Total contributions received in 2016	RM239,019.18	
Total amount disbursed in 2016	RM561,008.48	
Balance as at 31 December 2016	RM69,325.66	

Tabung Kemanusiaan Rohingya Media Prima

Tabung Kemanusiaan Rohingya Media Prima was launched on the 25 November 2016 in the wake of escalating violence against the Rohingya community in the Rakhine state of Myanmar. As at 31 December 2016, RM468,240.29 was collected.



**Kindly note that all donations for the above purposes are non-tax exempted*



We are truly touched by the outpouring of generosity that has come from caring individuals and organisations in support of humanitarian causes. We thank you for your kind generosity and hope that you are well informed that your contributions were fully utilised to provide assistance and care for the needy. You may directly deposit your donations to MEDIA PRIMA-NSTP HUMANITARIAN FUND, Malayan Banking Berhad current account number 5141-0532-3170.

Contact

If you have any inquiries relating to this report, or would like to contribute to any of the funds listed above, kindly contact us at:

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GUA MUSANG. Some of Kampung Felda Aring 2 community celebrated Eid Fitri with joy after receiving their new permanent houses. NSTP/FATRIL ASRI



prima

www.mediaprima.com.my

KUALA LUMPUR. Muhammad Ammar underwent heart surgery in May 2016 with the support recieved from public donations to the Media Prima Humanitarian Fund. Pictured here are Ammar and his parents. NSTP/ROSELA ISMAIL