



# MEDIA PRIMA-NSTP HUMANITARIAN FUND REPORT 2017

A look at how your generosity helped thousands of people in 2017

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

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> Cover Pic: KOTA BELUD: Sadbar Hassan (left) and his family had to brave the floodwaters with his hand-made raft that ferries aid items at Kampung Kesapang. Heavy downpour caused water to rise in several districts in Sabah including Kota Marudu, Beaufort and Penampang. NSTP/MALAI ROSMAH TUAH

# LETTER TO DONORS



Dear Esteemed Donors,

The Media Prima-NSTP Humanitarian Fund continues to exist because of the generosity of our donors and friends who share our vision of what it means to be a responsible member in today's society. As Malaysia's leading media organisation, giving back to our community and stakeholders, as well as creating positive impacts, are important to our identity.

Since 1991, we have committed to provide aid to those in need of medical assistance, disaster relief and economic support. Thanks to your overwhelming support, we continued to make a difference to the lives of millions of people, within and outside the country.

In 2017, more than 150 individuals were able to undergo medical treatment because of your donations. Our popular television programme shown on TV3, Bersamamu, crowd-funded over RM160,000 throughout the year to assist over 35 recipients in need of economic support.

Thousands of Malaysians affected by flood waters due to heavy rain across the country received aid worth more than RM680,000 in the form of relief items.

Beyond Malaysia, your generous contributions allowed us to stretch our humanitarian efforts – over RM900,000 was disbursed to provide relief to Palestinian and Rohingya communities faced with hardship due to political conflict and violence.

We are truly humbled by your donations. Because of you, our humanitarian efforts reach further to many more deserving individuals and communities.

Our 2017 Report is dedicated to you. We hope this report provides insight into the impact you have made and inspires you to extend continuous support to our fund. All contributions – large or small – make a lasting difference and impression.

Thank you.

**Tan Sri Dato' Seri Mohamed Jawhar Hassan**  
Chairman, Board of Trustees  
Media Prima-NSTP Humanitarian Fund





KUALA LUMPUR: Yean Wen Yee, 8 years old, diagnosed with having Transposition of Great Arteries ("TGA"), Ventricular Septal Defect ("VSD") and sub-pulmonary stenosis. Wee Yen successfully underwent a Fontan Operation in November 2017. NSTP/HALIM SALLEH



# ABOUT US

## Background

The **Media Prima-NSTP Humanitarian Fund** (“MPNHF” or “the Fund”), formerly known as the Malay Mail Charity Fund, was established on 15 May 1991. Although the fund underwent several name changes, the spirit of humanitarian support remained strongly intact. The MPNHF today offers financial aid to those who struggle to afford medical treatment and are victims of natural disasters, political conflicts and poverty, through the generous contributions and support from the public, private sector and government organisations.

## Structure

MEDIA PRIMA HUMANITARIAN FUND		
Medical Assistance	Disaster Relief	Poverty
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 has a long history of being involved in assisting thousands of individuals over the years. This was made possible with the generous contributions to the fund. As a digital-first, fully integrated media company in Malaysia, our role is to highlight and generate awareness on the various humanitarian plights through our integrated media platforms, namely digital platform, newspapers, television, radio and out-of-home advertising. We also endeavour to ensure all contributions are allocated for deserving recipients. All administrative costs, are borne by Media Prima Berhad (“Media Prima” or “the Group”).

## 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 (retired with effect 26 July 2017)	Independent
4.	Datuk Kamal Khalid (appointed with effect 1 March 2017)	Media Prima Berhad
5.	Encik Mohamad Ariff Ibrahim	Media Prima Berhad
6.	Dato’ Mohammad Azlan Abdullah (resigned with effect 13 March 2017)	Media Prima Berhad

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



KUALA LUMPUR: Keshini A/P Thaiyalan, 1 month old, diagnosed with congenital heart disease. Keshini successfully underwent surgery in February 2017. NSTP/YAZIT RAZALI



# HELPING HAND FOR MEDICAL TREATMENTS

## Medical Assistance

MPNHF actively works together with private hospitals, government hospitals, medical institutions, welfare departments and non-governmental organisations across Malaysia in identifying the less fortunate and provide assistance to them to undergo medical treatment and alleviate thier burden.

Amount carried forward from 2016	RM1,185,153.57
Total contributions received in 2017	RM565,246.45
Total amount disbursed in 2017	RM675,128.86
Balance as at 31 December 2017	RM1,075,271.16
Number of recipients	51
Age of recipients	from birth to 23 years old

## Types of Medical Assistance

Heart related surgery	23
Medical aid related cases	28



KUALA LUMPUR: Nur Qhaira, 1 month old, diagnosed with having from Transposition of Great Arteries ("TGA"), a congenital heart disease. Qhaira successfully underwent surgery in May 2017. NSTP/KHAIRUL AZRY BIDIN



KUALA LUMPUR: Derek Lum Seng Hoi, 4 months old, diagnosed with having Atrioventricular Septal Defect ("AVSD"). Derek successfully underwent surgery in September 2017. NSTP/ROHANIS SHUKRI







TASEK GELUGOR: Muhammad Aiman, 17, drying his wet SPM text book under the sun to prepare for his upcoming examination.  
NSTP/AMIR IRSYAD








# FEEL THE SAME PAIN, SHARE THE SAME JOY

## Disaster Relief

In 2017, many districts and cities were affected by flood waters due to heavy rain. This resulted in the suffering of thousands of families around Malaysia. MPNHF continues to provide assistance to those affected via our Disaster Fund, which involves various relief efforts with our partners.

### SUMMARY OF ACTIVITIES IN 2017

Activity	Amount Disbursed	Description	News Clipping
Distribution of Disaster Survival Kits to victims in collaboration with the Ministry of Defence (MINDEF).	RM240,000.00	2,000 units of Disaster Survival kits were disbursed to the following areas: <ul style="list-style-type: none"> <li>Tumpat, Kelantan</li> <li>Rantau Panjang, Terengganu</li> </ul> (* 120 units were distributed later as per below)	 <p><b>MPB, Kementerian Pertahanan agih 2,000 kit bantuan banjir</b></p>
Distribution of Disaster Survival Kits to victims at Kuala Berang, Terengganu, in collaboration with Jabatan Bomba dan Penyelamat Malaysia.		120 units of Disaster Survival kits were disbursed to the following areas: <ul style="list-style-type: none"> <li>Pusat Pemindahan Kampung Lubok Perioh</li> <li>Masjid Kampung Paneh</li> </ul>	 <p><b>Kit kebersihan diri sumbangan Media Prima untuk mangsa banjir</b></p>
Post-flood relief assistance to victims in Hulu Terengganu in collaboration with Jabatan Kebajikan Masyarakat and Pejabat Daerah Hulu Terengganu.	RM76,000.00	Flood relief assistance to 380 families taking shelter at 10 relief centres.	 <p><b>Mangsa tak pindah patut terima bantuan</b></p>
Post-flood relief assistance to victims in Kota Marudu, Sabah in collaboration with Pejabat Kebajikan AM (PKA).	RM146,250.00	The flood affected approximately 975 families seeking shelter at 11 relief centres.	 <p><b>CUT-OFF ROADS DELAYED AID SUPPLIES</b></p>
Post-flood relief assistance to victims in Kangar, Perlis, in collaboration with Jabatan Kebajikan Masyarakat.	RM52,800.00	Distribution of relief items to 264 families affected by the flood.	 <p><b>VOLUNTEER BRIGADE</b> <b>Media Prima-NSTP distributes aid to Perlis flood victims</b></p>

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KUBANG PASU: Shahiran Ahmad, 46, taking his son to the nearest relief centre with his self made raft. NSTP/AMRAN



TEBING TINGGI: Ahmad Bakri, 56, carrying a few items that can be salvaged from flood to the nearest relief centre. NSTP/AZHAR RAMLI





PERMATANG PAUH: Flood victims resting at the Dewan Banjir Guar Jering relief centre. NSTP/MIKAIL ONG



TASEK GELUGOR: Mariam Ismail, 54, said the 2017 flood was the worst among the previous floods as almost all of her furniture was damaged. NSTP/AMIR IRSYAD OMAR



## SUMMARY OF ACTIVITIES IN 2017

Activities	Amount Disbursed	Description	News Clipping
Post-flood relief assistance to victims in Kota Belud, Sabah, in collaboration with Pejabat Daerah Kota Belud	RM40,000.00	Distribution of relief items to 200 families affected by the flood.	
Post-flood relief assistance to victims in Kubang Pasu, Kedah in collaboration with Pejabat Daerah Kubang Pasu.	RM26,600.00	Distribution of relief items to 133 families affected by the flood.	
Flood relief assistance to victims in Daerah Timur Laut, Pulau Pinang, in collaboration with Jabatan Kebajikan Masyarakat George Town.	RM37,500.00	Distribution of relief items to 250 families affected by flood.	
Flood relief assistance to victims in Seberang Perai Utara, Pulau Pinang, in collaboration with Jabatan Kebajikan Masyarakat Tasek Gelugor.	RM12,150.00	Distribution of relief items to 81 families affected by the flood.	
Flood relief assistance to victims in Seberang Perai Tengah, Pulau Pinang, in collaboration with Jabatan Kebajikan Masyarakat Bukit Mertajam.	RM20,550.00	Distribution of relief items to 137 families affected by the flood.	
Flood relief assistance to victims in Pasir Mas, Kelantan, in collaboration with Jabatan Kebajikan Masyarakat Pasir Mas.	RM30,000.00	Distribution of relief items to 300 families affected by the flood.	

# POVERTY



Since 2015, the TV3 Bersamamu Fund has encouraged public participation and contribution through the popular television programme *Bersamamu*, via Media Prima ground events. Today, the TV3 *Bersamamu* Fund is placed under the the Humanitarian Fund as it continues to provide help to those in need.

Amount carried forward from 2016	RM775,128.71
Total contributions received in 2017	RM161,935.12
Total amount disbursed in 2017	RM410,000.00
Balance as at 31 December 2017	RM527,063.83
Numbers of recipients	35





# INTERNATIONAL INITIATIVES

## Tabung Kemanusiaan Palestin Media Prima

We are mindful that millions of people around the world are faced with hardships due to conflict and political upheavals. Media Prima extends a helping hand beyond Malaysia. The Palestinian cause is very dear to our heart, thus the Tabung Kemanusiaan Palestin Media Prima (Palestine Humanitarian Fund) was established in 2012. The Fund was re-activated on 24 July 2014 upon escalation of the Gaza conflict. Media Prima provides an avenue for contributors through a reputable NGO, namely Mercy Malaysia, to fund various humanitarian programmes for the benefit of the Palestinians.

Amount carried forward from 2016	RM69,325.66
Total contributions received in 2017	RM133,711.80
Total amount disbursed in 2017	RM169,604.24
Balance as at 31 December 2017	RM33,433.22

## Tabung Kemanusiaan Rohingya Media Prima

Tabung Kemanusiaan Rohingya Media Prima (Rohingya Humanitarian Fund) was launched on 25 November 2016 in the wake of escalating violence against the Rohingya community in the Rakhine state, Myanmar. The funds collected to execute the humanitarian initiatives for the Rohingya community were disbursed through Mercy Malaysia.

Amount carried forward from 2016	RM468,840.29
Total contributions received in 2017	RM292,453.57
Total amount disbursed in 2017	RM735,664.99
Balance as at 31 December 2017	RM25,628.87



*\*Kindly note that all donations for the above purposes are not-tax exempted*



We are truly touched by the outpouring of generosity from caring individuals and organisations in support of humanitarian causes. We thank you for your kindness and trust that you know your contributions are 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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Email: [communications@mediaprima.com.my](mailto:communications@mediaprima.com.my)





KUALA LUMPUR: Nurin Aura Latisha, 3 years old, diagnosed with having a hole between the chambers of her heart, Atrioventricular Septal Defect ("AVSD"). Nurin successfully underwent surgery to close the AVSD in September 2017. NSTP/ASWADI ALIAS





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[www.mediaprima.com.my](http://www.mediaprima.com.my)

PADANG BESAR: Muhammad Uwais Nurul Akmal, 8 years old (left), playing with his little brother Muhammad Usaid Nurul Akmal, 6 years old, in the floodwaters. NSTP/AZHAR RAMLI