

Persatuan

DAYBREAK

Newsletter

Newsletter Issue 29 - April 2008



For The Welfare Of The Disabled

Disabled Adults & Youths Being Rewarded, Encouraged & Accepted in Kinta

FOR PRIVATE CIRCULATION ONLY

CORPORATE RESPONSIBILITY

Golden Hope, HSBC, Maybank, Guthrie and Applied Agricultural Resources Respond to Daybreak's Corporate Responsibility Initiative



Making a Difference in the Community

Increasingly, Malaysian companies recognize the importance of allocating funds in their annual budget to provide for a structured and well thought out corporate responsibility programme that allows them to contribute to society in a variety of meaningful ways.

Such noble companies are aware that good business practice requires an organisation to consider more than just profitability and the bottom line. It requires the responsible company to ask itself: How can the interests of its employees, clients, shareholders and business partners be better served? And extending beyond the company to the community in which it operates: in what ways can it get involved in a long-term, sustained social outreach programme that will make a lasting impact on the community and touch many lives?

The form in which such contribution takes may vary, but the overall objective is the same. The responsible corporation wants to make a difference in the community.

Daybreak's Initiative - Partnering with Companies through our Corporate Responsibility Programmes

Recently, captains of the industry in the form of Golden Hope Plantations Berhad (Golden Hope), Kumpulan Guthrie Berhad (Guthrie), former and latter are now known as Sime Darby Berhad, HSBC Bank Malaysia Berhad (HSBC), Malayan Banking Berhad (Maybank), and Applied Agricultural Resources Sdn Bhd, generously gave back to the community when they responded positively to Daybreak's proposals to partner with us on some of our projects.

Daybreak is indeed proud and honoured to have been considered a worthy cause for which some of these sterling corporate role models have pledged their valued support. Apart from making a significant difference to a needy community, funds received go a long way towards making it possible for Daybreak to cover the costs of operating our centre. Through our partnership with these corporations, Daybreak is also able to maintain and upgrade facilities for our trainees, and invest in more cost effective machinery towards being a competitive business enterprise in our own right.

Golden Hope's Partnership with Daybreak on Needy Students' Project

Golden Hope (now known as Sime Darby Berhad after its merger in November 2007) contributed RM20,000 towards a Needy Students Project initiated by Daybreak. Funds received went towards providing children of Golden Hope's own estate workers each with two pairs of socks manufactured and packed by Daybreak, a tuition bag, a water tumbler and a stationery set.

Under the watchful eyes of their supervisors, Daybreak trainees cheerfully laboured over the careful packing of the various items into each tuition bag. Many of us take such an act for granted, but for people with physical or intellectual impairment, packing is a skill which requires patient practice and dogged effort. Being involved in this project for thousands of needy students helps enhance the packing skills of trainees hence going a long way towards preparing them to be more employable in the area of packing items for a variety of jobs and businesses.

The tuition bags were then ready to be transported to Golden Hope's estate in Perak in December last year and distributed to the needy children of the company's own estate workers in time for Christmas and the new school year.

Thank you, Golden Hope, for your partnership with Daybreak and for bringing cheer to these underprivileged children of our society!

Golden Hope made a difference.

You can too!



▲ Trainees happily packing away the goodies



▲ School kit adopted by Golden Hope Plantations Berhad

HSBC's contribution to Daybreak's Training Programmes for Disabled Trainees

HSBBC also contributed RM20,000 to Daybreak in December 2007 in response to our Corporate Responsibility Initiative. The amount will be used to fund training programmes for Daybreak trainees.

HSBC Managing Director – Commercial Banking, Mr Eddie Norton, presented the cheque to Daybreak Executive Chairperson, Y Bhg Datin Seri Sandra Lee. Also present at the cheque presentation ceremony were HSBC Assistant Manager – Community, Ms Melissa Wong, Daybreak Chairman Mr Siu Tack Chuan, and Daybreak committee members.



▲ *HSBC Cheque Presentation by Mr Eddie Norton*

After the ceremony, Mr Norton was taken on a tour of Daybreak's premises where he viewed the socks manufacturing line, the plant nurseries, packaging unit and handicraft production and was much impressed by the society's efforts to help give a better life to the disabled among us.

Thank you, HSBC, for contributing to Daybreak's efforts to raise the quality of life for the disabled in our community and help them become useful members of society!



▲ *Mr Eddie Norton was impressed with the intricate handwork done by our trainee*

HSBC made a difference. You can too!

Daybreak also salutes the following worthy organisations which similarly contributed RM20,000 each to Daybreak's Trainee Adoption Programme:

- * **Malayan Banking Berhad**
- * **Kumpulan Guthrie Berhad**
- * **Applied Agricultural Resources Sdn Bhd**

Your Contribution Goes a Long Way ...

When you adopt a Daybreak trainee, you are giving a disabled, a rare opportunity to be taught and trained and, eventually, gainfully employed, so that he or she too can have self-worth and be a contributing member of society. Therapy sessions are given wherever required according to the individual needs of the disabled trainee, and they are then taught and trained in certain areas e.g. sock packing or gardening or handicraft making. These skills will help to make them financially self supporting through taking on jobs at Daybreak's various departments as well as with our partner companies in Ipoh.



▲ They too are ambitious and have hope like us.

At Daybreak it is our objective to inspire and motivate every trainee to reach his or her fullest possible potential. Every person is a child of God, and disabled people are God's very special children.

Be a Partner with Daybreak today!

The above projects are just some of the ways in which you or your company can make a meaningful contribution to the community. There is much work to be done yet and at Daybreak the labour continues. Will you share our vision to make the world a better place through our projects for the disabled?

If you have been inspired and would like to discuss how you can be a partner with Daybreak on our many Personal or Corporate Responsibility Projects, please contact Ms Danielle Tan at 05-241 7844 ext 2209 during office hours, or email us at dbreak03@streamyx.com. We would be pleased to make an appointment to meet you and present to you our proposal on some of the ways in which you personally or your company corporately can make a very significant and meaningful difference in our needy community that will reap rich rewards over time.

How Can You Get Involved?

We have worked out some of the Corporate Responsibility Programmes for your easy selection:-

- Adopt 3 trainees programme at RM20,000.00 per year
- 3,340 packs of adult white socks at RM20,000.00 can be donated to nearby community or office staff of your centres
- 250 kits comprising of 2 pairs of socks, 1 water tumbler, 1 stationery bag and 1 school bag at RM20,000.00 can be donated to nearby community or office staff of your centres
- 665 packages comprising of 2 pairs of socks, 1 handwash, 3 soap bars, 1 talc and 1 paper bag at RM20,000.00 can be donated to nearby community or office staff of your centres
- My gift to Persatuan Daybreak: RM _____

*please tick (✓) in the appropriate box/es

Cheque/money order no and bank: _____

Please ensure that your cheque/money order are made out to **PERSATUAN DAYBREAK**. Please **DO NOT** enclose cash.

Dr/Mr/Mrs/Mdm : _____

Address : _____

Telephone number : _____

e-mail : _____

We look forward to your support. Thank you for your kindness and generosity.

Tax Exemption Nr. : LHDH 01/35/42.51/179.64702
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