

# Back-to-school campaign benefits 750 needy children

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(Back row, from second left) Chow, Haikal, Fahmi and Sharifah presenting the school supplies to the children.

PROPERTY development and investment company UOA Group distributed new school bags, stationery sets and water bottles to 750 schoolchildren from low-income families in Kuala Lumpur's Kerinchi area as part of its back-to-school campaign.

The community outreach programme, held every year until 2020 when it was postponed due to the Covid-19 pandemic, returned with much anticipation from families with children who will be beginning a new school term this month.

The corporate social responsibility initiative was organised with the support of ADRF Malaysia, a non-profit organisation that helps underprivileged and vulnerable children to better their lives through education.

Present at the event were Communications and Digital Minister Fahmi Fadzil, who is also Lembah Pantai MP, UOA Development Bhd chief human

resources officer Haikal Akmar, ADRF Malaysia president Datin Sharifah Norazah and its vice-president Garry Chow.

"The campaign provides us with the opportunity to reach out and help ease the financial burden on families as they prepare for the new school year," said Haikal.

"It also aims to equip children with school essentials so that they can look forward to returning to school with confidence and ease of mind.

"We are committed to supporting the younger generation from less privileged communities, by motivating them to strive for a brighter future through education-related programmes," he added.

UOA, in a statement, also said that it recognised the importance of organising such initiatives which form the basis for a caring community while improving the living environment in the vicinity of Kerinchi.