



The children who received the back to school goodies from MAA Medicare Kidney Charity Fund.

Kidney patients' children get 'back to school' goodies

KOTA KINABALU: All 13 children of Peter Mole MBE-MAA Medicare Charity Dialysis Centre were all smiles when they received school supplies for the 2015 school term.

The 'Back to School Programme' is MAA Medicare's (MAA Medicare Kidney Charity Fund) signature annual assistance programme, whereby schoolbags inclusive of school and daily necessities, are given to school going children of the patients from the dialysis centres.

Started in 2009, the Kids@medicare programme was intended to assist kidney patients' children to return to school with dignity and content, as most patients come from the poorer socio-economical circle.

Throughout the years, thousands of school bags and items have been handed out to some 250 kids each year. This year, the donation is made possible with the sponsorship from Roche Malaysia.

The give-away activity took place at the Low Kawi Wildlife

Park in Penampang. Smiles were written on the children's faces when they got on the tram ride and watched the animal shows.

A drawing competition was also organized after which the kids were treated to lunch.

Tan Sri Datuk Ibrahim Menudin, MAA Medicare's Board of Trustee member accompanied by Aliyah Karen, the CEO of MAA Medicare and Chai Nam Khian, sales manager of Roche Malaysia, also joined in the outing and handed out bags, t-shirts, towel, stationeries and Bata shoe vouchers to the children worth RM100 and RM120 each.

"This year's programme shares an unwavering commitment to giving children living in the poorest, toughest situations a stronger start in life. Through our work, patients are getting the right health care, and their children are given learning assistance and opportunities, and a greater chance to reach their full potential," said Ibrahim.

"This little act of kindness could make all the difference for

these poor children. While most of us take such basic educational tools as pencils and erasers for granted, for them, the lack of these basic implements can be just one more reason to feel left out, drop out of school, and miss out on the education that could lead to a better life," he added.

Chai said Roche Malaysia is proud to be associated in the efforts of MAA Medicare and the kids@Medicare programme.

"As part of our Corporate Social Responsibility (CSR) commitment, we are pleased to be associated with them to ensure children education needs are provided to the needy. Research consistently shows that childhood education is the most cost-effective investment we can make in our youngest generation," he said.

The Peter Mole-MAA Medicare Charity Dialysis Centre is located at 88 Market Place, Kota Kinabalu. It currently cares for 69 patients, who receive highly subsidized treatment at the fraction of the cost.