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Helping homes through cash and foodstuff



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Ajinomoto (M) Bhd has made a contribution to a food bank to ease the hardship faced by old folks homes and children's homes affected by the economic slowdown and Covid-19 pandemic.

This is the company's first charitable contribution for the new year under "The Ajinomoto Group Creating Shared Value" (ASV), an initiative to promote better health and well-being among the needy and underprivileged community.

"We understand the welfare homes have been going through difficult times and we are glad to play a part in helping to alleviate their hardship," said Ajinomoto chief sales and marketing officer Noriko Saito.

She was speaking at a ceremony to present cash aid and Ajinomoto products amounting to RM20,000 to Rainbow Bridge Welfare Association Malaysia.

The aid will be channelled to 23 welfare homes in the Klang Valley through Rainbow Bridge's food bank.

Among the homes that will benefit from the contribution are Charis Old Folks Welfare Home Shah Alam, Aiyide Old Folks Home, Lighthouse Children Welfare Home Association, Rumah Titian Kaseh, Persatuan Kebajikan Kanak-kanak Akal Tercacat and House of Joy.

The presentation was held at Rumah Titian Kaseh (Asrama Putera), a shelter home for children in Taman Duta, Kuala Lumpur that houses 50 boys between the ages of six and 18 years.

Saito said Ajinomoto collaborated with Rainbow Bridge as the latter is a non-profit organisation with an established network that supports homes for the needy and underprivileged.

"Our contribution to the homes will not be the last," she added.

Rainbow Bridge vice-chairman Mervin Mohan Appana, who received the contribution from Saito, said Ajinomoto's donation would go towards the organisation's food-related programmes for the welfare homes.

"We are grateful that Ajinomoto has joined our list of corporate and individual donors to support these homes.

"We hope the company will continue playing a role in our joint efforts to ensure availability of food and adequate nourishment for residents of the homes," he added.