Proceeds from the sale of the coin boxes decorated by the celebrities will go toward providing dialysis treatment for kidney patients.

PETALING JAYA — The National Kidney Foundation (NKF), in conjunction with the recent Malaysian International Gourmet Festival (MIGF) 2014, embarked on an Adopt & Donate initiative with Malaysian celebrities.

The campaign saw seven local celebrities decorate seven different coin boxes, which were then auctioned in a silent exercise during the MIGF 2014 Award and Celebration party.

Among the celebrities who took part were Aaron Aziz, Carmen Soo, Peter Davis, Harith Iskander, Datuk Sheila Majid, as well as fashion icons Datuk Jimmy Choo and Melinda Looi.

"Chronic Kidney Disease not only takes a toll on the patients, it also affects their families and friends as well. The financial commitment and time endured is unimaginable and I am proud to be doing my part to help those in need, hoping that it would go a long way to alleviate their suffering," said Carmen.

Guests at the event were amazed by the decorated coin boxes displayed and were seen trying to outbid one another for their favourite coin boxes.

Along with the donation drive, NKF managed to raise a total of RM11,382. All proceeds will be channelled towards dialysis treatment for 1,550 kidney failure patients at 28 dialysis centres in Malaysia.

"Every year, over 5,000 Malaysians are diagnosed with chronic kidney disease, creating an urgent demand for dialysis treatment. The funds raised will enable us to subsidise the poor chronic kidney disease patients who cannot afford dialysis treatment," said NKF chief executive Chua Hong Wee.