

Rallying Malaysians to feed those in need

AS Malaysia continues to struggle with the impact of the pandemic, Grab Malaysia is rallying its users nationwide to make a difference.

The #KitaFeedKita campaign will give Grab users the opportunity to contribute in cash or GrabRewards points to MakanKongsi 2.0 to support hard-hit communities.

Grab in turn will be matching the GrabRewards points donated and is also offering other NGOs and organisations discounts to deliver food and essentials to those in need via GrabExpress.

"The campaign is inspired by those who are selflessly addressing the needs of our community.

"We are committed to using our platform to provide seamless access to income, food and daily necessities," said Grab Malaysia country marketing head Hassan Alsagoff.

MakanKongsi 2.0 is co-organised by The Good Kitchen and Engage to ensure the most vulnerable communities get to feed their families.

Since the movement control order began last year, they have been actively working with over 130 individuals and organisations across Malaysia to provide food aid and essentials, feeding over 60,000 families and individuals to date.

MakanKongsi 2.0 commits to channel 100% of contributions to benefit communities in need.

Other NGOs on the GrabRewards catalogue that users can support include Pertiwi Soup Kitchen and The Lost Food Project.

Prior to this, Grab has been supporting various communities and causes such as the Fugee School, Malaysian Federation of Deaf, **National Kidney Foundation** and WWF Malaysia by encouraging users to donate their GrabRewards Points to them.

In 2020, together with users and donations by employees, Grab supported 20 NGOs that were listed in the GrabRewards catalogue.

The effort amassed 13 million GrabRewards points from users, with Grab matching some of these contributions.