

Strengthening community ties through outreach in Desa Mentari

Malaysia Day celebration builds on Sunway's community outreach at Desa Mentari, a public housing community in Petaling Jaya, and Rumah Sahabat, a rehabilitation centre for those recovering from substance abuse

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WHEN around 2,000 members of the Desa Mentari community gathered at the Petaling Jaya City Council Multipurpose Hall to celebrate Malaysia Day, the occasion marked more than the close of Sunway Group's month-long #SunwayforGood Food Programme.

It also strengthened an ongoing relationship between Sunway and the community through the Sunway Desa Mentari Community Development Programme.

The programme seeks to address the challenges faced by the urban poor community and support its long-term development.

That story came full circle when Selangor royal Tengku Zata Shah Sultan Sharafuddin Idris Shah joined Sunway Group president Datuk Mohd Anuar Taib in distributing burgers to members of the Desa Mentari community, including children and families.

The occasion capped a nationwide programme that reached more than 13,000 Malaysians through five food-based initiatives.

At the heart of the programme was Burger Rumah Sahabat, a business that emerged from Sunway's collaboration with Selangor Youth Community (SAY).

Through the business, the residents of Rumah Sahabat were trained in burger-making and entrepreneurship, giving them practical skills and experience that will eventually help them run their own food businesses.

Sunway then became one of Burger Rumah Sahabat's first major corporate customers, placing an order for 5,000 burgers.

The order provided the residents with income, market access and experience in fulfilling a large-scale commercial order. It comprised 500 burgers for the programme's launch, 2,500 distributed through a food truck and another 2,000 for the Malaysia Day celebration in Desa Mentari.

"Sejahtera Bersama is built on one firm belief that we can build a better Malaysia when communities unite and help one another to progress together.

"The true impact of this programme goes beyond numbers. It can be seen through Malaysians from all walks of life coming together to help one another.

"These burgers were prepared by one community and shared with another. This demonstrates how empowerment through benefit enables communities to support one another in progressing together," Anuar said at the celebration.

Sunway Group chief brand strategy officer Nik Tasha Nik Kamaruddin said the programme illustrated what Sunway had long sought to do through its community platform.

"#SunwayforGood has always been about bringing Malaysians together to support communities in need. From Rumah Sahabat to Desa Mentari, this year's programme has shown how nationwide collective action can create meaningful impact.

"Our partnership with Burger Rumah Sahabat also demonstrated how sustainable empowerment can enable one community to uplift another. Guided by our belief in Doing Well by Doing Good, we hope to continue working alongside our partners and communities to create opportunities and build a more inclusive society," she said.

The programme was launched on Aug 29 at a National Day celebration at



Selangor royal Tengku Zata Shah Sultan Sharafuddin Idris Shah joined Sunway Group president Datuk Mohd Anuar Taib (right) in distributing burgers to members of the Desa Mentari community.

Rumah Sahabat in Hulu Langat, where Raja Muda Selangor Tengku Amir Shah Sultan Sharafuddin Idris Shah joined Sunway leaders and NGO partners for a rewang — a communal food preparation session — and a tour of the rehabilitation centre.

For the closing celebration, Sunway brought together its businesses and institutions to support the Desa Mentari community.

Sunway Hospitality provided food alongside local micro-enterprises and SAY entrepreneurs, who brought ice cream, otak-otak, popiah and beverages. A food bazaar offered items at heavily subsidised prices for residents in the Bottom 40 income category.

Sunway Theme Parks organised children's activities and mascot appearances, while families took part in face



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DATUK MOHD ANUAR TAIB
Sunway Group president

painting, burger decoration, sustainable keychain-making and a football clinic.

Sunway Healthcare Group conducted eye screenings for children aged 5 to 12.

Sunway University was also represented at the celebration, building on its ongoing community development programme work in Desa Mentari.

Anuar said the location was not incidental.

"It is deeply meaningful for us to conclude this programme here. Sunway's relationship with Desa Mentari will continue beyond this through the Sunway Desa Mentari Community Development Programme led by Sunway University," he said.

Senior representatives from partner organisations were present, including National Kidney Foundation of Malaysia chairman Datuk Dr Zaki Morad Mohd Zaher, SAY chief executive officer Aiman Syafiq Nazri and Yayasan Kebajikan Negara Malaysia chief executive

officer Nordina Haron.

Other partners included the Malaysian Red Crescent Society, Kechara Soup Kitchen and Rise Against Hunger Malaysia.

Now in its 12th year, #SunwayforGood serves as Sunway's year-round community giving platform, which has positively impacted thousands of beneficiaries nationwide through initiatives held in conjunction with major celebrations, including Hari Raya, Chinese New Year and Deepavali.

This year, for the first time, the platform extended its reach to National Day and Malaysia Day, further reflecting what Sunway described as a commitment to bringing Malaysians together and empowering communities to support one another.

In Desa Mentari, that commitment will continue beyond the celebration through the Sunway Desa Mentari Community Development Programme.



Sunway Group brought together its businesses and institutions to support the Desa Mentari communities at the close of its month-long #SunwayforGood Food Programme.