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Mohammad Tony symbolically hands over the cheque to Kiu.

RHB Bank raises RM58,000 for SGH's children's cancer ward

KUCHING: RHB Bank made its debut in the Sarawak Children's Cancer Society's (SCCS) flagship GoBald 2024 campaign by raising RM58,000 for the Sarawak General Hospital (SGH) Paediatric Oncology Ward.

SCCS said this is the first time RHB Bank has partnered with the society for the GoBald campaign and the bank's efforts exceeded the initial fundraising target of RM20,000.

"The initiative, held recently through a satellite shave event at the SCCS Halfway Home, aims to provide vital medical equipment to improve the treatment experience for young cancer patients," SCCS said in a press release.

Present at the event were RHB regional director Mohammad Tony Ong Abdullah, SGH Paediatric Oncology Ward 2A head Dr Betty Ho, and SCCS president Mary Kiu.

Kiu also thanked Maison Monica Hair & Beauty Academy, one of the salon partners of GoBald 2024, for supporting the shave.

She said RHB Bank's participation demonstrated how organisations can make a significant impact together.

"RHB Bank's participation in GoBald is a testament to the impact that organisations can have when they join hands with us.

"The GoBald event is about more than just shaving heads - it's about offering hope and making the road a little easier for young cancer warriors and their families while funds raised will help brighten their futures," she

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Sarawak Children's Cancer Society

explained.

RHB Bank's involvement in the GoBald campaign aligns with its broader commitment to community upliftment through its flagship RHB Touch Hearts programme.

Launched in 2016, this initiative encourages RHB staff and partners across Malaysia to contribute time, resources, and efforts to improve the lives of underserved communities.

It focuses on promoting volunteerism and social responsibility, especially for vulnerable groups, such as the B40 segment, while also advocating for environmental sustainability.

"The funds raised for SCCS are a reflection of our mission to positively impact society in meaningful and sustainable ways," said Mohammad Tony.

"By partnering with SCCS, we aim to ease the burdens faced by children battling cancer and their families, while fostering hope and resilience."

SCCS said the funds are crucial in helping society to continue its mission to support families affected by childhood cancer as every year, the non-profit organisation requires RM2 million to provide essential

services to over 150 families.

These services include financial and medical aid, accommodation, and transportation for families from rural areas, counselling, and care packages for new patients.

"The GoBald 2024 campaign has set an ambitious fundraising target of RM1 million and aims to shave 500 heads by the end of the year.

"Last year's campaign raised over RM900,000 and saw 160 participants take part in the head-shaving initiative.

"Donations from GoBald cover approximately 20 per cent to 30 per cent of SCCS's annual operating expenses, with a significant portion allocated to medical aid - over RM660,000 has already been spent this year," said the SCCS statement.

Since its inception in 2001, SCCS said it has provided critical support to more than 1,650 families throughout Sarawak, made possible through public donations and corporate partnerships.

Businesses or organisations interested in Corporate Social Responsibility projects or hosting satellite shaves with SCCS can reach SCCS on 011-39276553 or via email at em1@sccs.org.my.