



*"The Heart that gives, gathers Hope"*

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## **The McM Cares Programme**

*"A Mind for business, and Heart for society"*

The McM Cares Programme's mission is to improve the quality of life for the underprivileged communities especially children in need and abused women regardless of geographical, political or religious boundaries.

Since its inception on 10-10-2011, the McM Cares programme has raised and donated over RM1.5 million to such causes and an updated report is published in the McM website periodically.

This mission of the McM Cares programme can only be made possible together with the generous support of our sponsors, and generous contributors and volunteers especially from the McMillan Global Awards receipts each year together with the running of the many other charity events.

The philosophy is the guiding principle behind McM Cares Programme, a Corporate Social Responsibility programme (CSR) dedicated towards active philanthropy, as a means to address the global challenges of climate change, improve access to education and alleviate poverty.

Dato' Seri Dr Raymond Liew, Founder of the McM Cares Programme is a keen advocate of social welfare and environmental friendliness.

Under his leadership, the annual McMillan Woods Golf Open, an international fundraising golf tournament, was subsequently conceptualised to raise additional funds for charity, while encouraging fellow golf enthusiasts to spend the day doing what they love.

The McM Cares Team members are also hands-on, volunteering to carry out activities such as 'plogging', a Swedish-inspired fitness trend that combines running while picking up litter. The inaugural effort, involving 19 volunteers at Gasing Hill, collected 18 bags of trash along a 5km trail.

There are many charity events that have had been carried out under the McM Cares programme and today, is the very first World Class event that has not been carried out before anywhere on Mother's Earth but only here in Malaysia.

### **10-10-2021 McM 120,000-Step Challenge – The World 1<sup>st</sup> Ultimate Walking Challenge**

Our earlier Charity Walk – The McM 100,000-Step Challenge held on 11-09-2019, was attended by over 500 participants and the event successfully raised RM100,000.00 for the National Council of the Blind, Malaysia with 13 participants achieving the 100,000 steps within 18 hours and this event was recognised as the national achiever record in Malaysia by the Malaysia Book of Records with 5 more participants achieving the target within the 19 hours.

Today, we have organised the *World 1<sup>st</sup> Ultimate Walking Challenge* with a target to achieve 120,000 steps within 24 hours and to hike up 165 floors to match the world tallest building – The Burj Khalifa, standing tall at 160 floors.

We have over 1,000 registered participants representing 66 countries worldwide to take part in this event, which is held, right here in the Malaysian soil.

There is a saying “Generosity must be fearless, because to give freely is a mighty vulnerable thing.”

McMillan Woods, through their CSR arm, The McM Cares, demonstrated that fearlessness by raising RM120,000.00 via the “Walk for Charity” to support the “Save Environment Save Ourselves” (SESO) organisation in an effort to provide cooked meals for the underprivileged community together with the Hemophilia Society of Malaysia to support and raise awareness amongst the female society on inherited bleeding disorders.

At this charity event, we are hoping to raise a further sum of RM30,000.00 to help the victims of the recent landslides in Sabah to help build in-roads into their homes. The plead came from the former Sabah Agricultural Minister, Datuk Junz Wong who has this to say: “Dato’ Seri Raymond Liew of McMillan Woods has always been a great help to our Sabahan people and we are eternally grateful for the kindness and generosity extended by this gentleman and his generous contribution to us via his team of generous contributors.”



Y.M. Tunku Datuk Mu'tamir Tunku Tan Sri Mohamed, Royal Household of Negeri Sembilan, in support of the charity said, “A charity programme like this, is meaningful in that it helps the NGOs in carrying out their activities. McM Cares has done a phenomenal job at creating awareness of the needs of these NGOs and certainly I am glad to be a part of this magnanimous initiative.”

For this event, we have had been very fortunate to have our three famous lovely celebrities, namely, Yazmin Aziz, Lee Pei Ling & Natalia Ng, who have been actively promoting the event via Up Live – a Live Video Streaming App from

4-6 October 2021 with lots of prizes to give away for participants. These prizes come from many of our generous sponsors of this event as seen on the flyer, thanks to our media partner, Adam Ham of GCMA.

We also wish to accord our gratitude and thanks to many of our event partners especially Henry Low of Spectrum, among many others together with the McM 120K Troupe Team who have had been working on this event till late at night for the past weeks. Thank You.



• Sunday, 10-10-2021 •  
Zoom Kick-off @12.01am  
World 1st 120-K Event  
Over 1,000 participants  
Over 50 countries

Liew has this to say, “It is a golden opportunity to combine work, play and exercise for better health with the prospect of raising fund for a good cause by all our friends, comrades and members of McMillan Woods worldwide.” Liew is the head of the global association of independent international firms of recognised qualified accountants and professional advisors, McMillan Woods Global.

“Importantly, the event is designed to provide friends and members globally to come together with the intention to raise fund under our CSR drive – the McM Cares Programme,” said Liew, “which is firmly committed to active philanthropy and addressing the global challenges of climate change, education and poverty alleviation.”

“It is heartening to see friends and entrepreneurs both locally and internationally to continue their never-ending drive to succeed in business, regardless of the present global economic condition, which is still under a pandemic to support a good charitable cause.”

The 66 countries registered for this event were Algeria, Argentina, Armenia, Australia, Austria, Bahrain, Bangladesh, Belgium, Brazil, Brunei, Cambodia, China, Cuba, Cyprus, France, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Kuwait, Laos, Latvia, Lebanon, Luxembourg, Malta, Mozambique, Mauritius, Malaysia, Mexico, Myanmar, Nepal, Netherlands, Nigeria, New Zealand, Pakistan, Papua New Guinea, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Seychelles, Spain, Singapore, Sudan, Switzerland, Taiwan, Thailand, Turkey, UAE, United Kingdom, Ukraine, Uruguay, USA, Vanuatu & Vietnam.

“We thank everyone who had wholeheartedly participated in this event to raise fund to support our charitable causes. Undeniably, there are two kinds of people in this world: Givers & Takers – The Takers may eat better but the Givers certainly sleep more peacefully.”

There are many more such charity events where donations are funneled into an aid fund to meet our pledges of RM100,000.00 annually; thus far, McM Cares has fulfilled all its pledges. Since its inception, the McM Cares Programme has provided financial aid to flood victims in Penang, and contributed to various charities that undertake projects in Sabah, East Malaysia with the intention to provide clean water to the aborigines in their villages. The programme has also supported The Charity Variety Cycle in Australia, Charity for Homeless, Cancer Aid, Education & Sports Aid, Environmental Protection, National Autism Society and many more. Of late, to various NGOs to help with its good causes.

“Giving is not just about donating but it’s about making a difference to other deserving souls. On behalf of McM Cares Programme, I thank you wholeheartedly for your generous contributions and support to these causes.”

Dato’ Seri Raymond Liew

On behalf of McM Cares Programme, the team thanks all supporters wholeheartedly for their generous contributions and support to these causes. Together, we can achieve so much more to lend a helping hand to the underprivileged and the planet. To quote Mother Teresa: “If you can’t feed a hundred people then feed just one.”

However small the contribution...can change a lot!

**“Charity sees the need not the cause...The heart that gives, gather hope”**