



# *Praise &* **POWER**

A HIGH TEA CELEBRATION  
Honoring Malaysian Women Living with HIV

• 29 APRIL 2024 •  
HILTON KUALA LUMPUR

Presented by:  
Malaysian AIDS Foundation





# INTERNATIONAL WOMEN'S DAY SPECIAL

**COUNT HER IN:** ACCELERATING GENDER  
EQUALITY THROUGH ECONOMIC EMPOWERMENT

GREETINGS FROM  
THE MALAYSIAN AIDS FOUNDATION  
(MAF)





# ABOUT THE POISE & POWER

A HIGH TEA CELEBRATION HONOURING MALAYSIAN  
WOMEN LIVING WITH HIV.



This International Women's Day, we shine the spotlight on the struggles of more than 15,000 Malaysian women living with HIV and their incredible tales of courage and survival.

The theme for this year's International Women's Day, "Count Her In Accelerating Gender Equality Through Economic Empowerment," emphasises the intrinsic relationship between economic autonomy and the challenges confronted by women living with HIV. MAF's two empowerment initiatives – the MyLady Assistance Scheme and the Return-to-Work Programme – are aligned with this theme, aiming to foster economic self-sufficiency among these women.

In the narratives that weave through their lives, we discover a wellspring of inspiration. Within the tapestry of their experiences, we encounter stories that transcend the boundaries of adversity, revealing the extraordinary resilience of these remarkable women. They are not merely defined by a diagnosis, but rather by the sheer fortitude with which they navigate the world, illuminating paths of courage and hope.

Let us come together in celebration of these extraordinary women who embody grace, strength, and resilience. Let us honour the intricate tapestries of their journeys, recognising the triumphs and tribulations that have shaped them into the formidable individuals they are today. May we bear witness to the indomitable spirit that defines them, leaving an indelible mark on our hearts and souls.







ABOUT THE

# MYLADY ASSISTANCE SCHEME



THE MYLADY ASSISTANCE SCHEME PROVIDES MICROCREDIT BUSINESS LOANS TO SUPPORT HOME-BASED COMPANIES OR SMALL BUSINESS ENTERPRISES (SMES).

The MyLady Assistance Scheme provides microcredit business loans to support home-based companies or small business enterprises (SMEs). The focus of this assistance scheme is to improve the socio-economic level of Women Living with HIV, especially single mothers, and improve their social welfare. Through this programme, MAF wants to reduce the gap of stigma and discrimination against the target group and aims to improve their capabilities in line with the country's development in empowering women in the fields they are engaged in.

70% of the total number of beneficiaries who received assistance benefits have successfully repaid their business loans. From the repayment amount of this loan, MAF has succeeded in increasing the number of beneficiaries by 9 people in 2023. At that time, MAF is also committed and strives to increase the MyLady Assistance Scheme through Fundraising activities in addition to seeking new support from corporate companies.





ABOUT

# RETURN TO WORK

PERKESO'S RETURN TO WORK (RTW) PROGRAM WAS INTRODUCED IN 2007 FOR INSURED PERSONS SUFFERING FROM EMPLOYMENT INJURY OR CLAIMING TO BE INVALID.



This programme involves a proactive approach taken in helping Insured Persons with injuries or diseases the opportunities to safe and productive work activities as soon as it is medically possible or when maximum medical improvement is achieved with primary focus on minimising the impact of injuries or disabilities.

This programme is a collaborative process that facilitates recommended efficient treatment plans to assure that appropriate medical care is provided to Insured Persons with injuries or diseases for an early and safe return to work. This programme requires careful planning and coordination by a Case Manager who manages the implementation and coordination of the rehabilitation plan with healthcare providers, as well as the clients while promoting cost-effective care.

It is a collaborative programme between MAF and PERKESO that holistically includes intensive and comprehensive rehabilitation based on rehabilitation offered to PLHIV who have been disabled due to injury or illness to restore their functionality with the target to return this group to work again in faster, healthier and safer conditions.

Starting in 2022, this programme has benefited more than 35 beneficiaries of MAF's Treatment, Care and Support Programme and MAF is multiplying its efforts so that the number of beneficiaries who want to participate in this programme will continue to increase with the support and cooperation provided by PERKESO.







# CELEBRATE WITH US

MALAYSIAN AIDS FOUNDATION AND THE MALAYSIAN AIDS COUNCIL ARE PROUD TO PRESENT "POISE & POWER," A HIGH TEA CELEBRATION HONOURING MALAYSIAN WOMEN LIVING WITH HIV

This deeply meaningful affair is set to unfold on **25th April 2024**, in conjunction with the International Women's Day Celebration at **Hilton Kuala Lumpur**.

It will be a memorable afternoon of exquisite gastronomy, captivating performances, and the delightful company of advocates and supporters for the cause.

Proceeds from the "Poise & Power" High Tea will support economic empowerment initiatives for Women Living with HIV.

Our proposed Guest of Honour for the event is **YB Dato' Seri Dr. Wan Azizah Binti Wan Ismail, wife of the Prime Minister of Malaysia**.





# PERFORMANCE HIGHLIGHTS

THE SHOWTIME SEGMENT FOR THIS EDITION WILL FEATURE PERFORMANCES BY SPECIAL TALENTED ARTISTES AND WILL BE ACCOMPANIED BY OUR RED RIBBON CELEBRITY SUPPORTERS.

Experience the best in art with us! Join our Red Ribbon Celebrity Supporters for a captivating performance that will leave you inspired. Immerse yourself in the enchanting world of our event as we celebrate the transformative power of the arts, leaving a lasting mark on the tapestry of our lives.

Enjoy the show!





## PARTNERSHIP INVITATION

# PRESENTING SPONSOR



WE CORDIALLY INVITE YOUR ESTEEMED COMPANY TO BE THE PRESENTING SPONSOR FOR THIS EVENT, WITH A CASH CONTRIBUTION OF RM 200,000.

As a Presenting Sponsor, you will enjoy prominent branding during the event, with PR value in the Malaysian press exceedingly twice the sponsorship amount.

The impact of your support will be profound, directly benefiting 10 beneficiaries of the MyLady Assistance Scheme. These women will receive microcredit loans and entrepreneurial training, facilitating the growth of their businesses. An Impact Assessment Report on your CSR investment for this project will be produced annually for two years, independently verified by an external auditor to ensure transparency.

## SPONSOR'S BENEFITS

Invitation for 10 (ten) guests

2 (two) seats at VIP Table

Tax exemption receipt

Foreword in the programme book

Logo placement at event backdrop

Advertisements in programme book

Honorary Chair Position

Cheque presentation ceremony

## ADDITIONAL BENEFITS

### ADOPTION OF MYLADY ASSISTANCE SCHEME BENEFICIARIES

Your contribution will be used to support 10 beneficiaries of the MyLady Assistance Scheme who will receive microcredit loans and entrepreneurial training programme to help expand their business.



## PARTNERSHIP INVITATION

# ALTERNATIVE SPONSORSHIP TIERS

WE ALSO OFFER YOU THREE OPTIONS FOR SPONSORSHIP TIERS FOR YOUR CONSIDERATION.

In addition to the Presenting Sponsor option, we offer three alternative sponsorship packages:

- **Celebration (RM30,000)**
- **Empowerment (RM20,000)**
- **Inspiration (RM10,000)**

Each package includes tax exemption receipts and varying levels of branding and publicity exposure, details of which are outlined in the attached Proposal.

SPONSORSHIP BENEFITS	CELEBRATION	EMPOWERMENT	INSPIRATION
Contribution	RM30,000	RM20,000	RM10,000
Tax Exemption Receipt	✓	✓	✓
Invitation Guest	5 pax	5 pax	5 pax
Sponsor's listing in Programme Book	✓	✓	
Presence in social media	✓	✓	
Advertisement in Programme Book	✓		
Logo at the backdrop	✓		
Cheque presentation ceremony	✓		



# ABOUT THE MALAYSIAN AIDS FOUNDATION



The Malaysian AIDS Foundation (MAF) was formed in 1993 and fully incorporated in 2003 under the Trustees Incorporation Act (1952) to carry out the following objectives:



Prevent the spread of HIV in Malaysia



Render support to People Living with HIV in Malaysia



Protect the human rights of people in Malaysia who may suffer discrimination due to their HIV status



Provide education on matters pertaining to HIV/AIDS to the family and friends of people living with HIV/AIDS, the general public and the authorities at the national and local level in Malaysia



Provide financial assistance or such other forms of support to bodies, organisations and institutions, including the Malaysian AIDS Council, in carrying out the activities and services described above

Since then, MAF has continued to move forward with its various HIV/AIDS treatment, care, and support programmes in Malaysia.



**YBhg Prof Dato'  
Dr Adeeba  
Kamarulzaman**  
Chairman of MAF





# BANK INFORMATION

Payment for your sponsorship or table purchases can be remitted directly to our account:

Bank: Maybank Berhad  
Bank account name: Malaysian AIDS Foundation  
Account number: 5141-0542-1257  
Branch: Kompleks Dayabumi Kuala Lumpur  
SWIFT Code: MBB-MBBEMYKL

Alternatively, you can also send us a crossed cheque under the name of MALAYSIAN AIDS FOUNDATION

## CONTACT

For more information, kindly contact MAF Secretariat:

**Jasmin Bin Jalil**

Executive Director

Malaysian AIDS Foundation

012 3200686 | [jasmin@maf.org.my](mailto:jasmin@maf.org.my)

**Mohd Razif Bin Zainuddin**

Head of Operations

Malaysian AIDS Foundation

011 39768083 | [razif@maf.org.my](mailto:razif@maf.org.my)