

Reaching out to children with cancer and autism

TUNE Insurance Group, as part of its sustainability goals that focus on children's wellbeing, recently launched its 2014 community outreach programme. Leveraging on their "Tune INSpire" programme, the insurance team at Tune aims to inspire children and the community, and gain from this long-term awareness campaign.

"Anyone with children will know that there is nothing worse than not having the resources or knowledge to be able to help their child in a time of need. With the Tune INSpire programme, we hope to be able to not just lend a hand momentarily, but give a hand to those who need it," said Tune Ins Holdings Bhd CEO Peter Miller.

This year, two organisations have been selected to benefit from this programme. They are the National Autism Society of Malaysia (NASOM) and the National Cancer Society of Malaysia (NCSM). What Tune INSpire hopes to "give" these organisations are much needed time, the awareness, as well as financial assistance for children with autism and cancer.

Volunteers for the programme underwent a training regime organised by NASOM on the effects and symptoms of autism. This was followed by trips to NASOM schools, as part of the training programme. The initiative also helped build awareness. Future programmes with NASOM will include educational trips with the



Saunthari (second from right) receiving a cheque from Tune Insurance Group's representatives on behalf of NCSM.

children, collaboration on International Autism Month and contributions, as well as other joint initiatives and awareness campaigns.

The initiative with NCSM will see TUNE INSpire volunteers teaming up with members of the society to gain awareness, show care and support this cause through work and contributions. Both parties will focus on the rehabilitation process of children with cancer, as well as refurbishing the NCSM Children's Home of Hope. The rehabilitation drive will include providing children with aid, prosthetic limbs and all equipment needed after treatment.

The Tune Insurance team

visited NCSM recently for a tour of the centre, as well as to present a cheque of RM60,000 for the Children's Home of Hope.

National Cancer Society Malaysia president and medical director Dr Saunthari Somasundaram said: "Emotional support, aside from medical treatment, is equally important for children with cancer, their families and caregivers. NCSM's Children's Home of Hope provides a 'home away from home' for children who are in the process of undergoing treatment at the Kuala Lumpur General Hospital. The main aim is to help the children go through this journey with as minimal an impact as possible."