

K-One News Flash

31 May 2016

Corporate Social Responsibility (CSR) ~ Caring for the Elderly in the Community

A strategic approach to Corporate Social Responsibility (CSR) is increasingly important in enhancing a company's stature in the marketplace. Companies which are committed in their social responsibility benefit via improved customer relationship, higher rate of success in customer acquisition, upholding of staff morale as a caring enterprise, positive investor relations and stronger support from the community and authorities.

On 27 May 2015, thirty-four staff of the K-One Group gathered at The Salvation Army Perak Home For The Aged. The non-profit residential home for the aged accommodates 44 elderly residents and is situated at Jelapang, Ipoh. The Home is staffed by 14 caregivers and provides care, shelter and support to the indigent elderly. On this day, our volunteers came together with a unified commitment to give back their time and effort as they helped in cleaning up the premise and lunched with the elderly residents.



Cleaning up the Home's surroundings



Group exercise therapy with the elderly residents



Making time to cheer up the residents



Chatting up to know the residents better

Our volunteers agreed that many of the aged population in our society face loneliness, abandonment and isolation. Their woes can be further compounded by conditions associated with aging such as chronic illness, limited financial means, functional limitations and mental/physical frailty. The experience in the Home has allowed the volunteers to reap so much intangible benefits. The positive altruistic effect kindled a personal sense of worth, accomplishment and satisfaction from doing good for others.



Serving the residents hot meals for lunch



A tour of the Home's premise



United in community work



Teaming up to serve the elderly in our community

Good corporate citizenship has defined our Group's corporate identity from the very beginning and we have garnered marketplace trust and reputation as a business entity with richly embedded CSR values. Most importantly, we are proud of the work we do for our community and we are committed to give back to our community by supporting causes that improve the lives of the less fortunate.



A fulfilling experience indeed giving our time and resources back to our community