

# AIA raises RM234,000 for NGOs at Charity Day

AIA Bhd has collaborated with 14 non-governmental organisations (NGOs) championing various social causes for its AIA Touching Lives Charity Day.

The event was organised to provide its employees with the opportunity to contribute their time and effort to raise funds for the NGOs whilst learning more about the NGOs' unique causes.

Themed "Markets of Malaysia", the charity day saw 14 booths manned by more than 500 AIA employees from 14 divisions together with their NGO partners. They sold pastries, beverages, hand-made decorative items as well as NGO branded merchandise.

Living up to the theme of the charity day, the

booths were decorated with elements representing the 14 states of Malaysia.

Various activities were held, such as lucky draws, a best-decorated booth competition and a blood donation drive.

AIA employees and guests were also entertained by former street performers and talented band, Caliph Buskers.

The employees helped raise a total of RM163,000 from the sales that day as well as from pre-sale activities which took place three weeks before the event.

On top of this, AIA Malaysia also pledged additional funds to each NGO, bringing the total contributions to over RM234,000. [Read More](#)



AIA chief financial officer Andrew Loh (in red) with the company's finance and actuarial division team and NGO partner, Women of Will