

# Project UM-Brella 1.0

By:

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9<sup>th</sup> Youth Peace Ambassador Conference

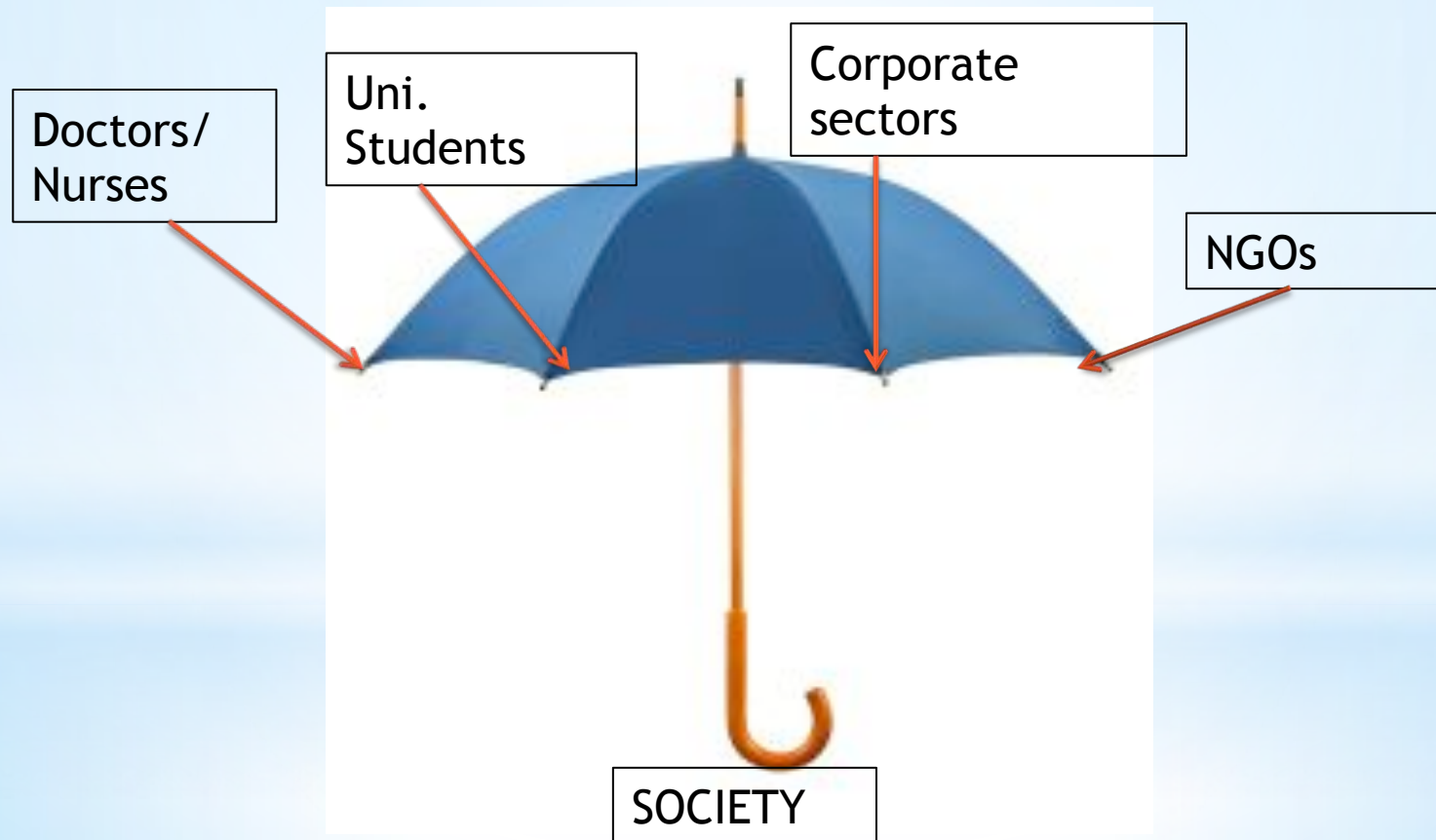
Scottsdale, Arizona

21<sup>st</sup> - 28<sup>th</sup> August 2014

# What is UM-Brella?

\*UM - UNITY in MALAYSIA

\*Brella (*Bella*) - Latin Word -> BEAUTY



# Background

- \* 2km radius of Kuala Lumpur consists of many tourist attractions such as Kuala Lumpur Tower, The Twin Towers, Berjaya Times Square and Royal Selangor Gold Club.
- \* This area is also known as the center of economic opportunity in Malaysia and most of the people are using their cars to workplace.
- \* Also, there about approximately 1000-1200 homeless people in this radius who do not have the opportunity to access the medical assistance due to certain problems.



About 1000-1200 homeless within 2km radius of Kuala Lumpur\*

\*Source: UNGGAS KL

# Problem Statements

- \*Homeless have been denied for their rights to get an access for medical assistance from any medical institutions because they do not have the M'sian ID.
- \*The air quality for Kuala Lumpur was between good (API 0-50) to moderate (API 51-100) most of the time in 2000\*

*\*Kuala Lumpur City Council*

*source: <http://www.dbkl.gov.my/pskl2020/english/environment/index.htm>*

# OBJECTIVES

- \*To provide health medical assistance for 1000-1200 homeless within 2km radius in Kuala Lumpur.
- \*To create a human-connection between volunteers and homeless.
- \*To spread the awareness of preserving the environment between 2km radius in Kuala Lumpur.

# HOW TO DO THIS?

- \*Doctors will ride bicycles to reach out the homeless group between 2km radius in Kuala Lumpur.
- \*This will be done ONCE EVERY MONTH by having a rotating schedule amongst the doctors.
- \*Memorandum of Understanding (MoU) between BeliaSiswa and Malaysian Medical Association will be signed to ensure the human resources will always be available when this project is executed.

# \* Budget

## ITEMS

USD

\*Bicycles (x7 units) = 670

\*Medical supplies (per month) = 220

TOTAL (First month) = 890

## Second months and onwards

Medical supplies (USD 220 X 11 months) = 2420

**GRAND TOTAL + MISC = 3500**  
(3310 + 190)



# Potential Partners

- \*Ministry of Health (Malaysia)
- \*Kuala Lumpur City Council
- \*Kuala Lumpur Welfare Department
- \*Malaysian Medical Association
- \*Malaysian Youth Council

# \* Potential Stakeholders

\* Jasa Bumi Hijau Sdn. Bhd (Malaysia)

*Translated as Green Earth PL Company*

\* Starfish Foundation

\* MySkillsTree.com PL Company

# Timeline

## September - December 2014

- Preparing the proposals
- Lobbying the NGOs, Government Bodies, Potential Partners/ Stakeholders

## January 2015 -

- Launching Event

# Possible Outcomes

- \* Better health index amongst the homeless people can be achieved. This can be regularly checked from the medical records provided by the volunteers (doctors).
- \* Air Pollution Index in 2km radius of Kuala Lumpur can be lowered to 0-50 (good) from 51-100 (moderate) in 2km radius of Kuala Lumpur.
- \* Cycling once every month can be a huge campaign in Kuala Lumpur to help the environment.

# Potential Problems

- \* Commitment issues from volunteers.
- \* Partners OR Stakeholders issues.
- \* Marketing problems.

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