

26 JUL, 2024

Building a legacy of good homes and communities

The Star, Malaysia



Radium has pledged RM500,000 to the TARC-Radium Care Student Loan scheme in recognition of the importance of education in empowering future generations.

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Radium works to foster a lasting social impact through various community outreach initiatives



As a leading Klang Valley-based property developer, Radium Development Berhad (Radium) has long been recognised for its commitment in creating award-winning urban residential projects, namely Radium Adesa at Desa East Residences, Vista Sentul Residences and R Suites Chancery Residences. However, the developer's dedication to sustainability and corporate social responsibility (CSR) extends far beyond just building properties.

In line with its ethos of "Building Good", Radium has embraced a broader responsibility to society by actively investing in the well-being and enrichment of communities it serves. Its CSR efforts are aligned with the mission of several Sustainable Development Goals (SDGs). They are SDG 16: Peace, justice and strong institutions; SDG 3: Good health and well-being; SDG 8: Decent work and economic growth; SDG 12 (responsible consumption and production); SDG 13: Climate change; and SDG 17: Partnerships for the goals.

Transforming lives of the next generation

One of Radium's key community initiatives in 2023 was establishing a five-year partnership with Tunku Abdul Rahman University of Management and Technology (TAR UMT) to set up the TARC-Radium Care Student Loan scheme, which provides interest-free loans to support the educational goals of exceptional students. Under the partnership, Radium has pledged RM500,000 to the scheme in recognition of the importance of education in empowering future generations.

To date, the scheme has benefited two exceptional students - Keiswar Genapathy and Ariana Gan Yi Wei - who are pursuing a Bachelor of Science in Architecture (Honours) and Bachelor of Information Technology (Honours) in Software Systems Development, respectively. They stand to gain real-life working experience with the Radium Group.

Furthermore, Radium is in the midst of building an RM850,000 solar-powered covered walkway from the Taman Melati LRT to the TAR UMT campus. This enhancement will enable easy access to the Taman Melati LRT station for university staff, students and also the local community to travel. The walkway's construction began in January this year and is slated for completion by 2025.

Uplifting the underprivileged

Radium's dedication to community enrichment also extends to supporting the underprivileged. In 2023, it contributed a total of RM70,000 to the Shelter Home for Children, a non-profit organisation that provides a safe haven for abandoned, abused, and neglected children.

Besides financial aid, Radium's employees and business partners volunteered their time and skills to upgrade the facilities at the home, including levelling and installing a concrete floor in the car porch area, repairing window grilles, and putting up new door frames and a lockable grille door in the kitchen area. Radium also provided two new sofas to optimise comfort levels for the young residents of the home.

Radium also donated RM2,050 to the Pertiwi Soup Kitchen in an effort to address the needs of vulnerable individuals and foster a culture of compassion and support. The funds were used to purchase ingredients



Radium is building a new solar-powered covered walkway to enable easy access to the Taman Melati LRT station and TAR UMT campus.



Radium supplied Zoo Negara with 99 specially designed umbrellas in conjunction with the zoo's 60th anniversary last year, while employees of the developer volunteered to spruce up facilities and animal enclosures at the premises.

to prepare freshly cooked food and goody bags for the homeless community in Kuala Lumpur. About 300 individuals received warm meals as well as reusable woven bags, each containing mineral water, and other sustenance like buns and boxed drinks.

Giving back to the community is an integral part of Radium's corporate culture. It believes that supporting organisations like Shelter Home for Children can make a tangible difference in the lives of those in need and inspire others to follow in the company's footsteps.

Fostering environmental stewardship

Radium's commitment to community outreach also extends to environmental protection. The developer has partnered with the Tzu Chi Foundation Malaysia, a volunteer-based organisation focused on environmental conservation, to organise an environmental protection talk and a visit to Tzu Chi's recycling centre for employees.

The workshop broadened and deepened its employees' knowledge of functional environmental practices, empowering them to become champions of sustainability within the organisation and communities they serve. This session sparked a lasting collaboration as Radium's employees initiated a recycling cor-

ner in their office and began organising regular trips to drop off recyclable items at Tzu Chi's recycling centre.

Additionally, Radium embarked on a CSR initiative with Zoo Negara. In lending support to conserve Malaysian treasures (the animals), Radium supplied the zoo with 99 specially designed umbrellas in conjunction with its 60th anniversary last year. Concurrently, its employees took part in the zoo's 'Groom' CSR programme, which saw Radium volunteers sprucing up facilities and animal enclosures at the premises. Radium then treated its employees and their family members with entry tickets to spend a day at the zoo, fostering a love of nature with their



Radium contributed their expertise to enhance living conditions of the residents of the Shelter Home for Children, a non-profit organisation.

nearest and dearest.

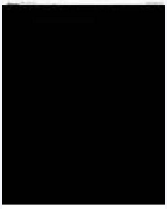
Doing good by saving lives

To promote healthy living, foster greater engagement among Radium, its sister companies and business associates, the developer has conducted successful blood donation campaigns in collaboration with the National Blood Centre. The first campaign that was held in June last year - in conjunction with World Blood Donation Day 2023 - was a resounding success with 89 donors, 20 of whom were first-time blood donors. Dubbed 'Be a Hero, Save a Life', the campaign - which has been held three times since then - collected about 169 packets of blood to date. Radium has pledged to continuously organise regular blood donation drives to continue supporting life-saving missions nationwide.

Leaving lasting goodness

Radium's commitment to "Building Good" remains unwavering while it continues to expand its footprint in the Klang Valley, meeting the property ownership aspirations of urbanites. The developer's future plans include enhancing its community outreach programmes, boost investment in educational initiatives, and supporting environmental conservation efforts. By staying true to their ethos, Radium aims to create lasting positive impacts that go beyond property development.

Through their ongoing efforts, Radium is indeed building more than just homes, it is building a legacy of good.



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SUMMARIES

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