

DESTINATION:



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com



Empowering Our Own

For eight years now, we have been providing grants to social entrepreneurs across Asean, but we discovered good businesses were closer to us than we realised.

Our new **Dare to Dream Grant** is an initiative with AirAsia's People and Culture Department to expand the passion projects of Allstar (AirAsia staff) families. The experience strengthened what we know about socially-minded

entrepreneurs – that income aside, it is just as important to do it for a cause.

Fourgive Footwear is the brainchild of a Malaysian skateboarding Allstar spouse Shahrizul Ikwon Hussain to produce affordable skate shoes for local youths. The grant will be used to expand his collection.

[fourgivefootwear](#)

Kos Kosan Mekar in Denpasar, Bali, offers clean room-and-board for working adults. Allstar dad Sukirman will use his grant to repair earthquake damage to the building. [kosanmekar](#)

Siasitok is an app-based tool that uses augmented reality and flashcards to encourage sign language learning.

[SiasitokSignLanguage](#)

Sup Salim run by AirAsia father Sadiq Ali serves up tasty lamb stew. With his grant, Sadiq plans to renovate his kitchen and resume catering services.

bit.ly/SupSalim

UD Faro bakeshop in Bali is the place to go for traditional Indonesian cakes. Allstar spouse Wirayani Ciwir plans to organise entrepreneurship classes for women with her grant. [ud.faro](#)

Watz Bakin studio in Tarlac City, Philippines, not only sells yummy cakes but Allstar mum Tess Navarro also pays it forward by teaching dropouts to bake.

[WatzBakinCakesnDelicacies](#)

What's 'Destination: GOOD'?

A movement to encourage people to shop and travel sustainably

AirAsia Foundation is an ASEAN accredited civil society organisation.



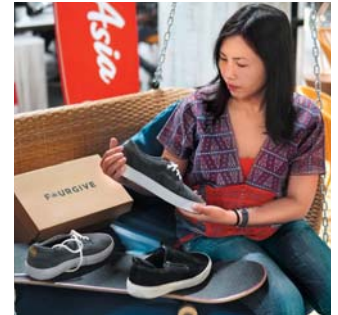
Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com

Word Up!

Yap Mun Ching shares the inspiration behind the **Dare to Dream Grant**.



When the idea for the **Dare to Dream Grant** was first mooted, Datuk Kamarudin Meranun, Executive Chairman of AirAsia Group, was very clear about his intentions. Charity begins at home, he said. If we can help Asean communities grow their businesses, why not extend these resources to family members of our staff?

He was right, of course, because everyone is directly impacted by the well-being of their nearest and dearest. Thus, we began a six-month programme inviting Allstar family members to submit pitches on why they should receive a grant to benefit their businesses.

From the over 30 applications received, we selected six winners. What made them stand out was that other than ensuring business viability, there were also ethical principles embedded into their businesses. So, as Dare to Dream enters its second year, I look forward to finding more of these gems in our network of 24,000 Allstars.



Helping Hands

Ever wanted to learn sign language but couldn't decipher the illustrations? That was the challenge faced by Allstar brother Awang Shahzhan when he tried to learn sign to communicate with his friend's hearing-impaired daughter. To get around it, Awang created Siasitok Sign Language, a system of learning sign that uses AR flashcards and a simple mobile app. Just scan the cards and let Awang's avatar show you how it's done!

BROUGHT TO YOU IN PARTNERSHIP WITH MINCONSULT

1. Allstar Amanah Salim Sadiq Ali poses with his father, the owner of Sup Salim Taman Melati. The outlet opens Mon to Sat from 4.00pm to midnight. 2. Mun Ching inspecting Fourgive Footwear samples 3. Awang's avatar on Siasitok's AR flashcards teaches sign language. The flashcards are available at Destination: GOOD for only MYR45 per set. Awang's grant will be used for marketing and branding purposes.