



**ANNUAL  
REPORT  
2017**  
UNCEASING





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## Message by **CHAIRMAN**

In 2017 alone, through our quality education model, we've been able to impact the lives of over 24, 481 children and youth and 40, 000 families across 70 schools, 22 communities, 14 organisations, 7 colleges & universities, and 5 institutions.

None of this would have been possible without the generous giving of individuals, partnership of corporates, support of government agencies and help of over 1, 400 volunteers!

Our Annual Report is called Unceasing, acknowledging all our key collaborators for their unceasing commitment towards supporting the delivery of quality education to under-served children, families and communities across Malaysia. It is the unceasing commitment of our valued corporate partners, donors, volunteers, government collaborators over the years that has resulted in impactful transformation of our beneficiaries - as you'll read in the following pages.

Thank you for being our heart, hands and feet to extend hope to the under-served across Malaysia. It has been a wonderful year. We hope that the stories presented inspires you to believe unceasingly that together, it is indeed possible to love our nation of Malaysia, one life at a time.



Wong  
Koon Tatt



Daniel Tan

As a Malaysian, I am inspired to see so many fellow Malaysians ready to serve our nation in their different capacities. This is what makes me passionate about the work that we do through GG. This report recognizes you, our donor, our partner, our volunteer for being an invaluable contributor in this journey to positively impact the nation and transform lives.

We are so grateful and humbled for the unceasing support that you've shown us over the years - enabling us to expand our footprints across East and Peninsula Malaysia and grow in depth with the communities that we serve long-term. Our hope is to see under-served children not only break free from the poverty cycle, but be empowered to be a positive contributor to society, give back to their community and build a better future for their family and the generations that follow them.

Our quality education model is how we provide them the best enablement so that they can thrive and serve Malaysia excellently. That to us is what 'generasi gemilang' means. To be exemplary. We express sincere gratitude to each of you for believing in us, for entrusting us with your resources to invest in the next generation and families. Thank you believing with us that every child in Malaysia has a hope and a future.

## Message by **FOUNDER**



# HISTORY MAKING MILESTONES of 2017

JAN



Through our partnership with Prudential Assurance Malaysia Berhad (PAMB) to raise awareness on financial education among Malaysian children, PAMB won the "Best Financial Education & Awareness" award by Bank Negara Malaysia.

APR

To scale up Duit Right, we launch an Activator pilot project enabling just 16 people to deliver financial education to 3,279 secondary school students in a short span of 2 months – setting a new record!



JUN

In addition to daily breakfast, children from low-income families at SK Pujut in Miri, Sarawak now begin receiving brand-new school uniforms, shoes and bags so that they can attend school with dignity and confidence.

AUG

Thanks to our partners, Microsoft Malaysia and PAMB, we travel to Kota Kinabalu, Sabah to impact the lives of youth-at-risk at a new approved school (Sekolah Tunas Bakti), equipping them with financial education, computer literacy, character building & leadership skills.



OCT

We challenge university students at UCSI's Humanitarian Conference to develop solutions as we address the topic of Education in Poverty Eradication while our founder, Daniel Tan, receives their Top 10 Most Empowering Young Community Champions 2017 Award.



DEC

We reach our goal of providing 40,000 low-income families access to free financial protection across 21 communities in 5 states through PRUkasih, in partnership with PAMB.



MAR

We travel to SMK Marudi in Baram, Sarawak for the 1st time to equip 172 students with financial education, computer literacy and Cyber Wellness values.



MAY

A new partnership with KL - Kepong Industrial Holding Sdn. Bhd. (KLK) enables us to help Orang Asli children from a new community, Desa Temuan, improve their English literacy through our Community Reading Program (CRP).



JUL

Together with our partner Vision Space Optometrist and Hoya Lenses, we run vision checks for over 400 under-served students in 10 schools across the Klang Valley to ensure that they are able to see what is taught in class and provide spectacles for those in need.



SEP

Super Sarapan, our flagship breakfast program for students from low-income families reaches another milestone having served over 100,000 meals since 2014! (That's more than a meal each for every person in 555 fully-loaded Airbus A320 planes).



NOV

Our Duit Right Activator project wins Bett Asia 2017's Collaboration Award, a regional award recognizing excellence and innovation in the education industry.





05.

## TOP 3 HIGHLIGHTS of 2017



## 06/ TOP 3 HIGHLIGHTS OF 2017

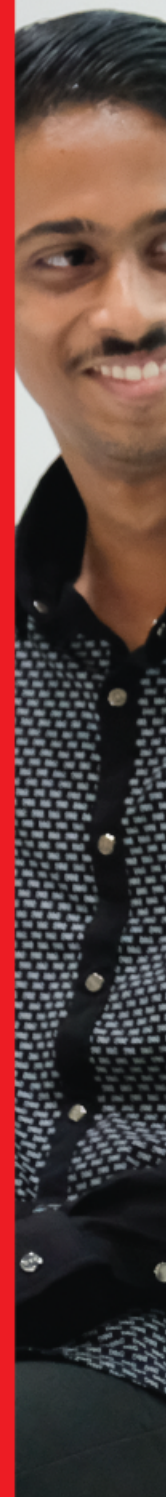
### Beneficiaries : GG Education Fund Cohort

In 2016, we began an Education Fund to help under-served students gain access to tertiary education. It was birthed out of seeing students from low-income communities missing tertiary education not because they didn't want to study, but because they simply couldn't afford to.

In 2017, thanks to the continued support of **Newfields Advisors Sdn. Bhd.** and **public donors**, we were able to grant 4 new deserving students this opportunity bringing our total cohort to 6.

Committed and diligent, they may not have begun as straight-A students, but many have scored better grades after being given the opportunity to further their studies. This opportunity doesn't come easy to them but our collective belief and confidence has inspired them to persevere and transform their lives through education.

They have grown into individuals with strong leadership skills & character, many contributing in their unique capacities back to their community.







"I want to succeed in my life and contribute my time as much as I can towards helping society and being a catalyst to others".

**Karthik**

**Foundation in Arts at Tunku Abdul Rahman University College (TARUC)**

Aspires to become an English educator so that he can give back to his community. His spare time was dedicated to providing English and Maths tuition for younger students in his community. He's a GG's Volunteer Awards recipient 2 years in a row for outstanding hours of service.



"I now have to speak bravely and give presentations in English because English is the main language in the college I'm attending. I joined a community social responsibility group at my college and was responsible for planning a camp to impact the lives of primary school children".

**Hui Fang**

**Diploma in Accounting at TARUC**

Hui Fang and her brother, Rin Seng, are the first two people in their family to pursue tertiary education. From the start, she was very certain about the course she wanted to pursue for her tertiary education and is on the right track to completing her diploma. English is not their family's first language.



"I'm now more confident to try new things. I was glad that I was able to visit a nursing home to help senior citizens. I want to continue to improve myself so that I can continue to reduce my parent's burden."

**Rin Seng**

**2nd year of a Diploma in Accounting at PINTAR College**

Is Hui Fang's older brother and one of our first GG Education Fund recipients. He's been working hard to maintain good grades of As and Bs, and is considering to further his studies to get a degree in Accounting after the completion of his diploma.



"My first day in college was the most exciting moment for me in 2017. I went over to my grandmother's house a day before registration at the college and I remember feeling so happy waiting to experience the first day of class".

**Puganeswaren**

**Diploma in Information Technology at Politeknik Sultan Idris Shah Sabak Bernam**

He has always wanted to study computer science and has thrived ever since. He scored straight A's within the first semester of his enrolment and has maintained good results throughout the other semesters. Despite having to live away from home, he is disciplined in his time management and even comes back to volunteer for our Education Services programs whenever he has a break.



"Being a part of GG's Thanksgiving Event was most exciting for me because I was able to see how much trust others had in me which has inspired me to continue working hard. I was given the opportunity to speak in front of so many guests, one of the most unforgettable moments in my life. I'm looking forward to passing my A-Levels with flying colours!"

**Vigneswaren**

**Cambridge GCE A-Levels (Science) at TARUC**

Scored 9A's in his SPM and served as an intern at GG while awaiting his college enrollment. Over a few years, he's transformed from a student who was shy about speaking English to a confident and articulate orator who has impacted the lives of many younger students and inspired many people.



"I've learnt a lot of new knowledge and skills about vehicles, technical racing – most exciting being professional driving techniques! I look forward to achieving new goals because there's no looking back now".

**Yik Xiang**

**Malaysian Skills Certificate (MSC) Level 2 & 3 The Otomotif College**

Is in his 2nd year of Mechanical Engineering TOC which provides one of the best automotive trainings and secures a guaranteed job upon graduation. It has always been his dream to study at TOC, all made possible because of the Education Fund.



## Partnership : Duit Right & The Activator Model

We believe in raising a next generation of Malaysians that are financially savvy and resilient from young. We are able to do that through Cha-Ching and Duit Right—one of which was a program created in partnership with Prudential Assurance Malaysia Berhad (PAMB), equipping Malaysian children, youth and adults with fundamental values and knowledge to make better financial decisions that will ultimately improve their lives.

To date, we've equipped over 48,830 children, youth and adults with fundamental financial education in 271 schools, government institutions and low-income communities across 11 different states in Malaysia including Penang, Terengganu, Malacca, Negeri Sembilan, Johor, and Sabah.

2017 marked several meaningful milestones: Duit Right being recognized nationally by Bank Negara Malaysia for 'Best Financial Education & Awareness' and recognized regionally by Bett Asia for 'Best Collaboration', excellence and innovation in the education industry, thanks to the birth of the Activator Model.

The Duit Right Activator Model enabled us to impact nearly 5,633 school students out of the total 11,000 in 2017. It trained university students to run the program almost independently in secondary schools and served a triple-win: enabling us to scale-up in a short span of time while providing professional exposure opportunities for university students and inspiring higher engagement from the secondary school participants who could connect better with university student trainers.





## Volunteer : You're Never Too Young to Start

For Nicol, volunteering has been a part of her life since she was 12. Seeing her older brother Nicholas volunteer for Pusat Bimbingan Pelajar (PBP), an academic guidance program in GG, made her realise that age is no barrier.

"When I started volunteering, I was a 12-year-old teaching another 13-year-old mathematics. It built my confidence and made me realise how I could help others with what I know."

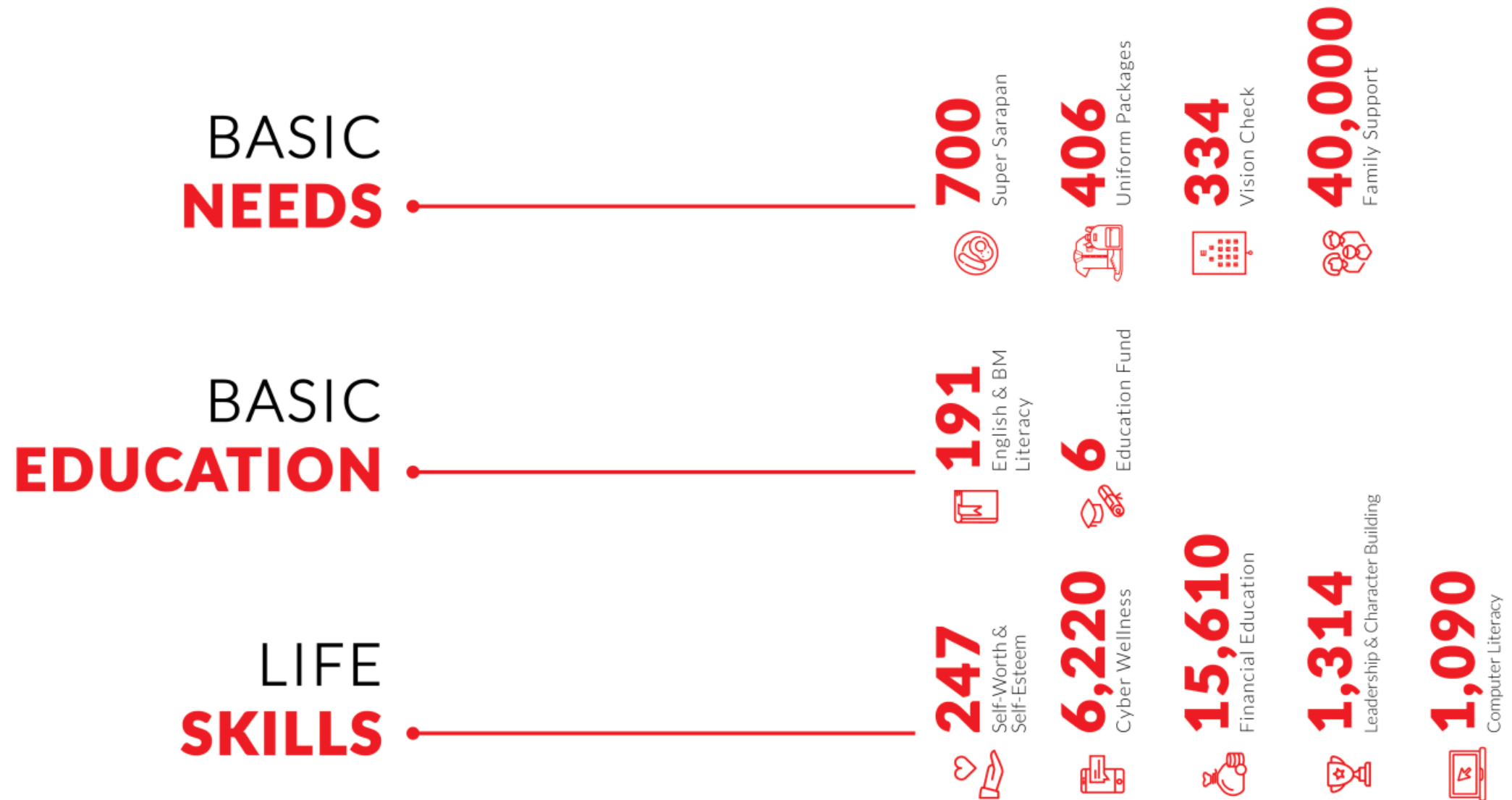
As one of our youngest volunteers then, she's an example that you can never be too young to start serving others. That stirred a passion within her to serve in other programs – whenever the need arose. Nicol was awarded GG's Platinum Award recognising outstanding hours of service totaling of 254 hours in 2017. That's equivalent to 8 hours of work over 32 days!

Her volunteer experience inspired her to start Project Heart to raise funds for the Autism Café Project and to empower autistic children. She has also gone on to do more mini projects with her friends to help others, like her recent project for Challenge Week: a self-initiated, self-directed, and self-funded service project to work with students from SMK Bario, Sarawak.

Nicol says that all this is possible thanks to her supportive parents and family members. Without them, she would probably never have found her passion in helping others.



impact  
at a **GLANCE**







## Basic **NEEDS**

Our goal is to provide for under-served children's basic needs that support their access to quality education.





## Super **SARAPAN**

Super Sarapan (SS) feeds children from low-income families a meal daily for an entire school year with the aim of reducing their parents' financial burden, enabling children to concentrate better in class and have added motivation to attend school.

Thanks to the generosity of **CIMB Foundation**, **NextGen Group** and individual donors we were able to feed 700 children from low-income families Super Sarapan across 17 schools in the Klang Valley and Sarawak for an entire year; 300 more than the previous year.

Through our survey, 94% of students were satisfied with the program and 80% reported that it helped to reduce their hunger during school days. School principals and counsellors report improved attendance, behavior, and academic achievement of their students.





19/


**334**  
CHILDREN

Vision checks were an initiative we began in 2017 because we realised many students from low-income families are unable to afford prescription spectacles, affecting their sight and learning in class.

Our partners, **Vision Space Optometrist** and **Hoya Lenses**, joined us on-ground to personally run vision checks for over 300 under-served students in 10 schools across the Klang Valley to ensure that they are prescribed proper spectacles to improve their sight and well-being.

## Vision Check

20/

## Uniform Packages

Children from low-income families can only afford one school uniform to last them several years.

They opt to skip school when their uniforms don't dry in time affecting their school attendance and performance.

Thanks to the generosity of **Dunnhumby**, **Mah Sing Foundation**, **KLK Oleo**, staff of **Shell Malaysia** and individual donors, we were able to provide uniform packages (comprising of 2 sets of brand new uniforms, 1 pair of school shoes & socks, and 1 school bag) to over 400 under-served children so that they can go to school with confidence & dignity.

**406**  
CHILDREN

**2** sets of school uniform

**1** pair of school shoes

**1** school bag



## FAMILY SUPPORT

90% of low-income families wouldn't be able to withstand financial shocks of unemployment, physical impairment, death, divorce or changes in living costs. 80% wouldn't be able to survive beyond a month if their incomes were cut off because more than 50% don't have any savings\*.

These families are sustained hand-to-mouth by one breadwinner who usually works long-hours in a low-paying job. Whenever unfortunate circumstances arise, the children's access to education is affected – because they cannot afford food, housing or even transportation to go to school.

We help low-income families build resilience so that their collective well-being continues to improve, their basic needs are met and their children have proper access to education.

One of the key ways is through financial protection. To date, our partnership with **Prudential Assurance Malaysia Berhad (PAMB)** has enabled us to provide 40,000 low-income families access to **PRUKasih**, a free financial protection plan, across 21 communities in 5 states. Through **PRUKasih**, we've been able to help 961 families recover from the financial shock of illness, injury or death while having food on the table, a roof over their heads and continued access to school.

We also help individual families overcome unique challenges that come with poverty.

\*Khazanah Research Institutes's State of Households Report II 2016

**“Tiap-tiap hari kami hanya makan ikan bilis, telur dan roti sahaja”**

*- Single Mother*



**40,000** Families  
**21** Communities  
**5** States



A newly-widowed mother of two young children in our community was robbed of all her home necessities while still grieving the loss of her husband. She also faced a debt close to RM 1,500 due to stolen and illegal usage of electricity from her home by other residents.

Through our GG Financial Aid (GGFA) for families in need, we were able to ensure that all her family's basic needs were met. We installed a new fridge and restored her home with donated furniture. With the fridge she was able to sell kuih in her community and generate income. Upon discovering that she used to sew, we repaired her sewing machine so that she can continue to care for her young children while working from home. She is now able to sustain her family's livelihood.

## Basic EDUCATION

Our goal is to help under-served children achieve minimum standards in literacy and numeracy so that they can thrive within our local education system. We also provide funding support to further their tertiary education.

Our impact is measured in 3A's :

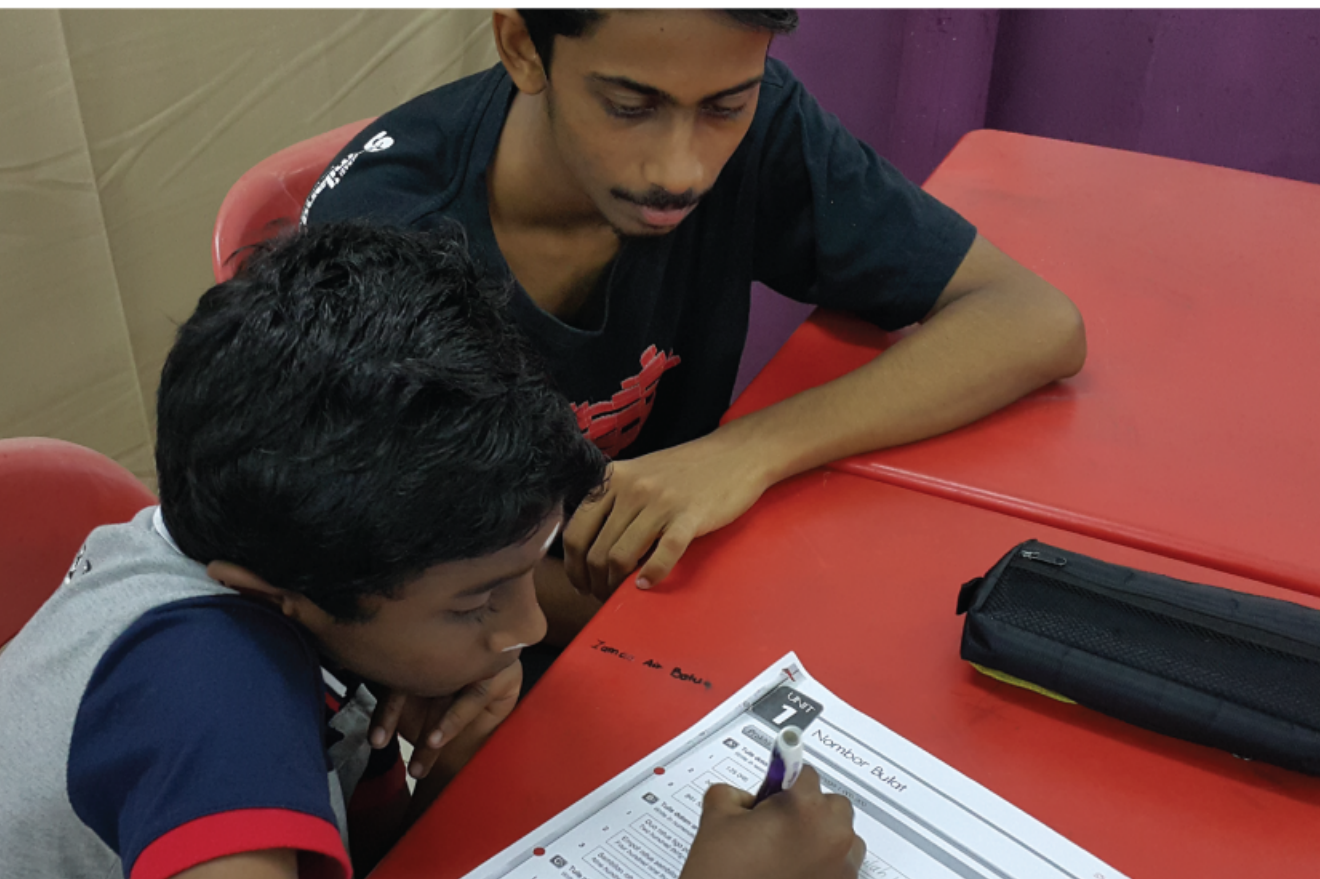
**Attendance, Academic Attainment and Attitude**  
with the following goals for 2017 :

- 65% student attendance every session.
- A minimum maintenance of students' grades in PBP assessments, while monitoring their school examination results.
- Improvement of session punctuality and personal character.



## PUSAT BIMBINGAN PELAJAR (PBP)

our academic guidance and mentorship program, was able to impact 32 Primary and 49 Secondary students thanks to the generosity of **Mah Sing Foundation**, individual donors and 27 dedicated volunteers.



## PRIMARY STUDENTS

We achieved an average of 60% attendance in more than half of our primary students. Approximately 41% have either retained their grade or increased their grades in both English and Mathematics.

Students have grown in confidence and commitment, often arriving to sessions early to help their mentors to set-up.



## SECONDARY STUDENTS

We achieved an average of 70% attendance from secondary students, indicating their commitment towards the program. Approximately 84% and 57% of them have either retained their grade or increased their grades in English and Mathematics respectively.

They remain hardworking and committed towards progressing in their subjects. 17 of our PBP students also served as Junior Mentors to coach younger students in our other education programs.





## OUR COMMUNITY READING PROGRAM (CRP),

was able to help 45 children from Taman Prima Selayang and 30 children from PPR Taman Putra Damai improve their English literacy through reading thanks to the on-going support of Chek Hup Sdn Bhd and 51 dedicated volunteers.

We achieved high attendance rates of children; 69% in Taman Prima Selayang and 83% in Taman Putra Damai respectively, indicating high commitment and interest in our program.

We also achieved vast improvement in the reading levels of the children; 93% in Taman Prima Selayang and 89% in Taman Putra Damai respectively have either increased their reading level by at least one level or retained it. This indicates that the majority of children are improving in their English comprehension and reading abilities.



# 93%

IMPROVEMENT IN  
READING LEVELS

(Taman Prima  
Selayang)



# 89%

IMPROVEMENT IN  
READING LEVELS

(Taman Putra  
Damai)





## Expansion of **CRP**

To accommodate the growing demand and popularity of CRP in the community, we expanded to two locations at Taman Prima Selayang and moved to a larger location at PPR Taman Putra Damai.

The children's ownership over the program is highly encouraging – they arrive early at sessions to help our volunteers set up and commit to attend despite bad weather conditions and lift malfunctions.

CRP is also drawing positive reception from the children's parents whose word-of-mouth recommendations have contributed to increase in new attendees. They also attest to how their children have benefited, enjoyed themselves and improved in their attitudes.



# 80%

IMPROVEMENT  
IN GRAMMAR

Thanks to **KL-Kepong Industrial Holding Sdn. Bhd. (KLK)** we were able to expand to provide CRP for a new community – helping 11 Orang Asli youth from Desa Temuan increase their English literacy. This is a high-need community because many youth end up dropping out of Secondary school due to poor English literacy and inability to catch up at school.

Despite it being a new community, we maintained a 70% attendance rate indicating the students' commitment and motivation to learn.



# 78%

IMPROVEMENT  
IN READING

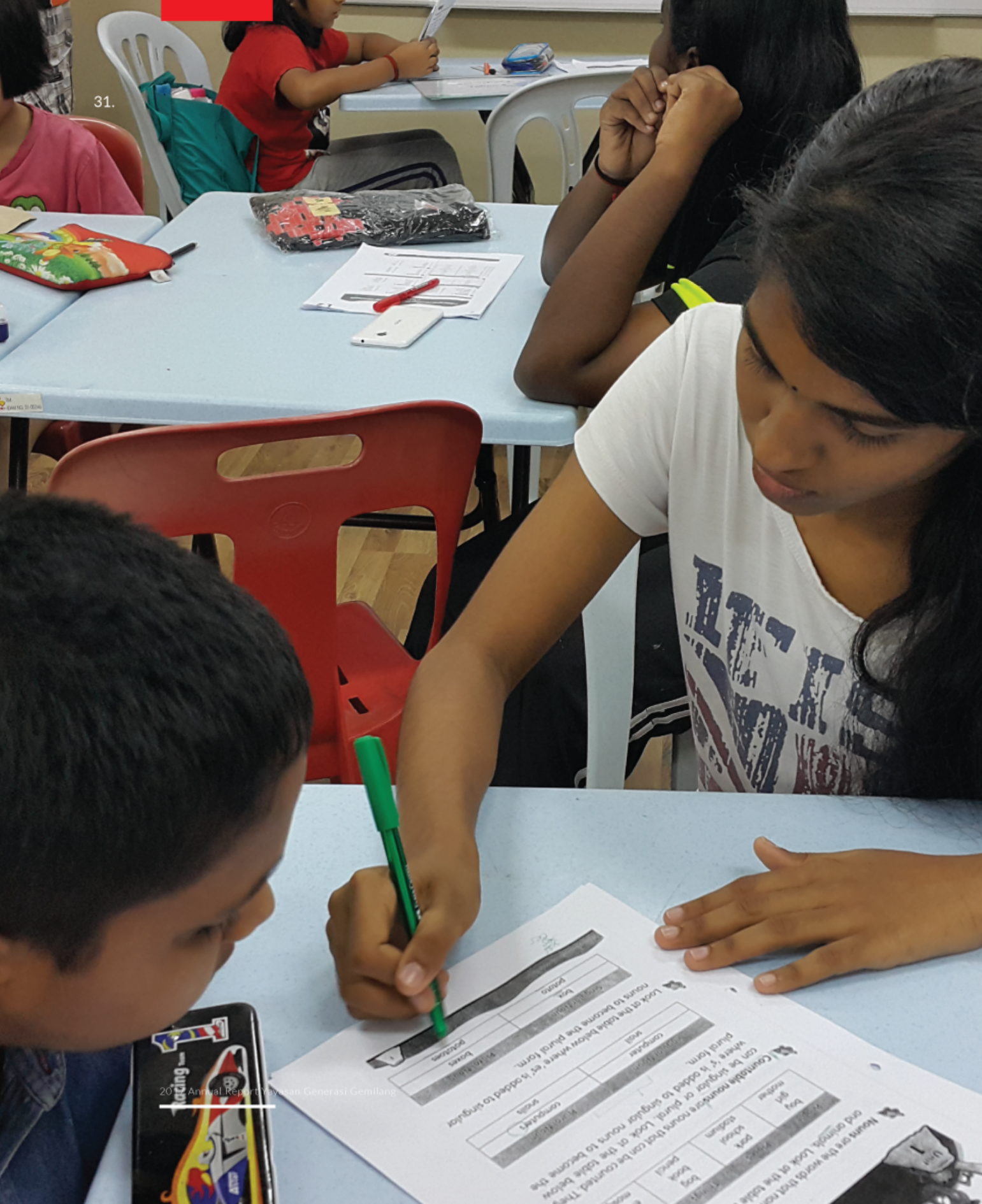
80% and 78% of these youth improved in their English grammar and reading respectively. We were also able to provide our students with brand new uniform packages as added motivation to continue to attend school with confidence.

CRP has proven to be a relevant program in low-income communities and will continue to maintain a conducive learning environments for more children to access quality English learning material.



## **CRP** for Desa Temuan





31.

32.

## Growth of **JUNIOR MENTORS**

Beyond academics, GG is passionate about raising an exemplary next generation of leaders – beneficiaries that are empowered to be positive contributors in their own community. We see that in our Junior Mentors—PBP students that regularly coach younger students and work to raise awareness of our programs in their community.

They've grown in their leadership and personal enrichment through unique exposure opportunities. They were given the opportunity to learn principles of success in the workplace from a meeting with Mah Sing Group Berhad's CEO, Datuk Ho and his employees. They were inspired from the visit to dream bigger dreams and were motivated to excel in their studies.

They were also given the opportunity to conceptualise, direct and act out a stage performance in English during GG's Thanksgiving dinner for over 100 guests consisting of corporate partners, government agency representatives, volunteers and donors.

Their performance, which ended with a closing speech by one of our students explaining in his own words why education has the power to transform the lives of the under-served, drew a standing ovation from guests. Many of our Junior Mentors received our annual volunteer award for outstanding hours of service in our programs.





## Life **SKILLS**

Our goal is to equip children with positive values and 21st century skills like self-worth, self-esteem, leadership, financial education, computer literacy and cyber wellness to thrive in life.





Thanks to our corporate partners **Newfields Advisors Sdn. Bhd.** and **Swiss Reinsurance Company Ltd**, we were able to impact 124 students through leadership camps and workshops.

They were provided exposure to corporate leaders from different industries who shared their personal journeys of success, significance and leaving good legacies.

The students learnt about courage, leadership, teamwork, and the value of learning from failure.

These values will help them be resilient to challenges in life and inspire others around them through outstanding leadership.

## Rising Up in **LEADERSHIP**

## Making 21st Century **SKILLS ACCESSIBLE TO YOUTH-AT-RISK**

Thanks to the support of **Microsoft Malaysia** and **Prudential Assurance Malaysia Berhad (PAMB)**, we were able to reach 172 students in SMK Marudi, Baram Sarawak and 189 youth-at-risk in 3 approved schools ('Sekolah Tunas Bakti') across Malaysia. To date our partnership has enabled us to impact the lives of 534 youth in 6 out of 8 STBs nationwide.

These children and youth have little or no access to quality learning and enrichment opportunities. They were equipped with cyber wellness values, leadership skills, financial education, and computer literacy to help them be more resilient to challenges in life and give them hope to continue their studies.

In June of the same year, with the support of the Department of Social Welfare (JKM), individual donors, and volunteers; we had the privilege of impacting the lives of at-risk teenage girls through GLOW at a protection home, Taman Seri Puteri. GLOW is a program that mentors participants to grow into confident young women with a sense of self-worth, identity and purpose.

We were able to encourage these teenage girls with simple truths in their most challenging times, reminding them that they have hope and a future. After completing the program, many of them shared that they have renewed strength to persevere through challenges, continue their studies and achieve their dreams.



WERE  
EQUIPPED  
WITH  
21ST  
CENTURY  
SKILLS

**172**  
STUDENTS

**189**  
YOUTH-AT-RISK



## Advocating for **WHAT REALLY MATTERS**

We had the privilege to share our grass-roots expertise on local and regional platforms on key issues affecting our nation such as : bullying, child protection, quality education access and poverty eradication. We're committed to helping policy-makers strengthen policies to improve the lives of our next generation, families and under-served communities.



2

We spoke about the important role that parents play in mentoring their children to manage their online activities at the Child Online Protection in ASEAN Seminar organized by **The Malaysian Communications and Multimedia Commission (MCMC)** and the **Malaysian Ministry of Women, Family & Community Development (KPWKM)**.



4

Thanks to **Microsoft Malaysia**, we engaged over 500 students from 10 schools on the topic of cyberbullying at a crime prevention & bullying awareness event organized by the **Malaysian Prison Department (JPM)**.



5

We spoke at the **Bett Asia Leadership Summit**, addressing local and regional educators on the importance of character education and development of soft skills to create more resilient students for the future.



6

We hosted our first-ever **GG Thanksgiving** dinner bringing together over 100 guests : corporate partners, government collaborators, volunteers and donors to appreciate their joint efforts in impacting the lives of under-served children and families. They were treated to stage performances and a panel sharing put together by the beneficiaries themselves.

1

We ran a Cyber Wellness workshop on cyberbullying with 50 youth in partnership with **Digi Telecommunications Sdn. Bhd. (Digi)** and **UNICEF**.



3

We participated in **UNICEF's** bullying prevention roundtable working with other corporates, NGOs and educational institutions to develop solutions that help children overcome bullying by mentoring them with right values and support the **Star Media Group's #StandTogether** launch of their bullying-awareness campaign for schools.





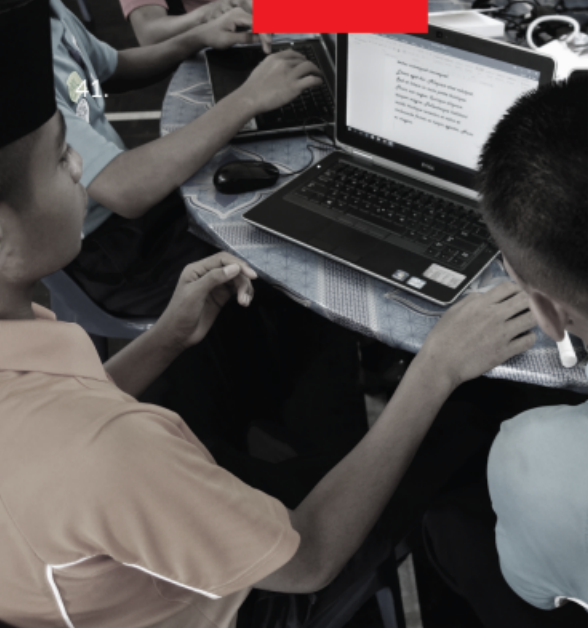


## PARTNERSHIPS

We thank all our partners for their generosity in contributing business solutions and resources to meet our beneficiaries' needs and drive meaningful social impact.







With the 4th grant from **Microsoft** Youthspark, the Next Gen XLR8 program has equipped 1,090 under-served youth—namely youth-at-risk in correctional schools—with Microsoft Office skills to improve their employability while inculcating positive character values in them.

Grant Utilization:

- Provide computer equipment
- Professional training
- Program materials



**CIMB Foundation & NextGen Group** has provided 170 children in 4 schools with a meal in school every day under the Super Sarapan Program. The children really appreciate the meal provided and also recorded an average attendance of 65%-95% throughout the program.



***“GG is comfortable with being uncomfortable and venturing into new areas like prison schools.”***  
- Microsoft Malaysia

**Vision Space Optometrist & Malaysian Hoya Lens** provided 100 over children in-need a new pair of spectacles made from donated pre-loved frames & new lenses. This gift of sight has given those in need a clearer vision for their future.



Through our 5-year partnership with **Prudential Assurance Malaysia Berhad (PAMB)**, 40,000 households now have access to financial protection through PRUKasih, 15,573 children & youth have received financial education through Cha-Ching & Duit Right.

Grant Utilization:

- Staffing and premise management
- Duit Right Activator Model - whereby external trainers & facilitators conducted Duit Right sessions in secondary schools.



**Newfields** has provided funds to enable 2 existing and 3 new youth from the community to pursue tertiary education in 2017. In addition, Newfields also funded a RISE leadership camp that instilled good character and values in 64 prefects who were inspired to be a positive influence in their school.

Grant Utilization:

- College tuition fees
- Living expenses





**Mah Sing Foundation** funded the Program Bimbingan Pelajar (PBP) Secondary, where 49 youth benefitted from the program. 63-83% attend the program weekly, 57-84% improved in their academics and now carry a positive attitude.

**Grant Utilization:**

- Provide learning materials
- Educational trips
- Reward for high-achievers
- School uniform packages



**KL-Kepong Industrial Holdings Sdn. Bhd.** funded the Community Reading Program (CRP) for 13 Temuan youth who would otherwise not have the opportunity to learn English due to the lack of understanding in their community towards the language.

**Grant Utilization:**

- Provide reading materials
- Educational trips
- Uniform package



**Chek Hup Sdn. Bhd.** funded the Community Reading Program (CRP), which enabled 75 children to learn English literacy. 93% and 89% of the children from two communities have either "retained their level" or "increased one level or more" compared to the pre-assessment.

**Grant Utilization:**

- Provide reading materials
- Provide a conducive learning environment
- Educational trip to Chek Hup's factory & Movie Animation Park Studios (MAPS) Ipoh



***"GG understood the KPI requirements & measurable impact by corporates."***  
- KL-Kepong Industrial Holdings Sdn. Bhd.

**Swiss Reinsurance Company Ltd** and their contribution towards the RISE Leadership Camp allowed 60 students to learn good character and values that encouraged them to be leaders with a positive influence. It is contributions like these that allows us to sponsor leadership camps for schools with a higher need.



**Nippon Paint (M) Sdn. Bhd.** organised the ARTventure Camp, imparting creative thinking skills and confidence to 100 students from SK Pujut Miri, Sarawak. Through interactive learning and various art exposures, not only did the children benefit from this camp, the employees who participated in the planning and execution of the camp were also encouraged to continue doing good.





## THANK YOU for **YOUR GIVING**

These brands and institutions went the extra mile to raise awareness and resources to increase access to quality education for the people that we serve. Together, a total of **RM 30, 418** was raised!

We also want to acknowledge each and every donor – over **RM 920, 000** was raised because of you! Your support is invaluable to us, without you we wouldn't have been able to impact as many lives. On behalf of our beneficiaries, we thank you for your generosity and heart.



### **INTI International College Subang**

In conjunction with Mental Health Awareness week, students from INTI International College Subang also raised funds to provide immediate financial relief for families through our work in low-income communities.

### **Sunway University**

Sunway College's Australian Matriculation (AUSMAT) department organized a charity run and gave towards the maintenance of GG's community hall in Prima Selayang so children can have a clean and conducive environment to learn in.

### **Shell Malaysia**

A group of staff from Shell Malaysia sold lunches and fruits to fundraise for children under the Super Sarapan program.

### **Dancing Fish Restaurant, Rhombus Connexion**

During Christmas, Dancing Fish Restaurant pledged to donate RM5 for every dancing fish set or ala carte dish sold in their restaurant. This contribution will go towards feeding children under the Super Sarapan Program in 2018.

### **Dunnhumby**

Staff from Dunnhumby fundraised by auctioning their services (helping others with tasks) and pre-loved items to provide brand new school uniform packages for children from low-income families.

### **CzipLee Bangsar**

CzipLee Bangsar ran a brush calligraphy workshop for charity where all the fees collected were donated to Super Sarapan for children in schools. Many participants attended the workshop and were glad that they could have fun for a good cause.

### **Garage51 & Coffee Societe, Grab and Little Collins Café**

Garage51 & Coffee Soci  t  , Grab Malaysia and Little Collins Caf   provided discount codes as Christmas gifts during GG's Christmas Gift campaign last December. Thanks to their contribution, people had an added reward for their giving towards a good cause.



Andrew volunteers because he believes in what GG does to impact lives. Being able to see children who were once withdrawn open up after giving them constant encouragement makes him go back week after week for the past 2 years.

*"When you commit yourself to volunteering, the changes will reveal themselves eventually. And as long as you have one skill, that's enough."*

—  
Andrew,  
Education Services Volunteer

Volunteering as a junior mentor meant Sukhdave could contribute to GG, give back to the community and try something new in life. The fact that he was joining the mentors who used to teach him in primary school now as a mentor himself gave him a lot of confidence.

*"I would say that volunteering is a good thing to do. By volunteering we don't just benefit others, but we also benefit in knowledge."*

—  
Sukhdave,  
Education Services Junior Mentor

Stacey makes it a point to volunteer when she can on a working day because she knows it's not easy to get volunteers. By listening to stories from the urban poor community members, she learnt that they value strong relationships and put in a lot to support their families as well as neighbors.

*"When we offer our help by volunteering, we experience things we don't usually do and we will appreciate what we already have even more."*

—  
Stacey,  
Prudential Malaysia Staff & Volunteer



Stacey

Janet is a lawyer who sees volunteering as a platform to mentor youth and share her life experience to give them hope. Knowing that they want to apply what they've learnt in their lives is the best reward she can get from volunteering.

*"Only a life lived for others is worth living."*

—  
Janet,  
Youth Services Volunteer



Janet

Chan, in her 70s, first started volunteering when a friend suggested they go together. She lives nearby the GG office and didn't mind spending her mornings helping with simple tasks like brochure packing for the team before events.

*"Volunteering helps me work my brain and my hands. I usually tell young people to volunteer to just help out and help others."*

—  
Fong Chan,  
Family Services Volunteer

Contributing money is not the only way to contribute back to society. Chin Han just wanted to contribute something, so as a programmer he decided to make a difference by helping to redesign and maintain the GG website.

*"Just feel comfortable doing what you can to contribute, don't feel pressured. It is all for a good cause."*

—  
Chin Han,  
Communications Volunteer

As a homemaker, Oretha feels the need to understand the ups and downs of those in need in order to give back to society. Her consistent volunteering is rewarded with the smiles and hugs of the children who recognise her when she goes to the children's home every week.

*"To understand our society better, come and give your time. Make a difference by giving them hope & encouragement."*

—  
Oretha,  
Children Services Volunteer



## VISION

Inspired by Love to raise  
an exemplary next generation  
and empower families  
in Malaysia.

# 10

GENERASI  
**Gemilang**  
Love transforms lives

To improve the lives of under-served children  
and families by increasing access to quality education

## MISSION



## WHO WE ARE

YAYASAN GENERASI GEMILANG (GG) is a foundation whose vision is inspired by Love to raise an exemplary next generation and empower families. Our mission is to improve the lives of under-served children and families by increasing access to quality education. These are children and families from urban low-income and rural communities, under-served institutions and schools. Governed by a Board of Trustees, GG is based in the Klang Valley and conducts services throughout Malaysia.



**1** in 6 Malaysian children don't make it to form 4.



**85%** of these children come from poor families.



They drop out of school, end up in **low-paying jobs** and get trapped in a poverty cycle.



We believe that increasing access to **quality education** will help them.

## WHY EDUCATION





**WONG KOON TATT**  
Chairman



**DR. CHEW WENG CHEE**



**DR. WONG SUM KEONG**



**LAW GIN KYE**



**NORIA RAJA**



**RODNEY KOH**



**DANIEL TAN**  
Founder & Head of EXCO



**PN SRI THONG NYOK CHOO**



**DATO' SRI THONG KOK KEE**



**STEFANIE TAN**



**JACOB KRISHNAN**

## **GOVERNANCE & ACCOUNTABILITY**

At GG, we recognise that every resource entrusted to us can transform our client's lives. We promise to manage the funds received honestly and will use it effectively to benefit our clients.

We take seriously the responsibility to maintain integrity and transparency in everything we do.



GG is registered with the Companies Commission of Malaysia (Co No. 1121213-V) under the Companies Act 1965.

GG is also a GST registered organisation with the Royal Malaysian Customs Department (GST registration no. 000330616832) under the Goods and Services Tax Act 2014.



An annual audit is obtained in accordance with approved standards on auditing in Malaysia by an independent public accounting firm, Baker Tilly Monteiro Heng (Audit Firm No: AF 0117). The financial statements of Yayasan Generasi Gemilang were audited and found to give a true and fair view of the financial position of the Yayasan as at 31 December 2017, and of its financial performance and cash flows for the financial year then ended in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Companies Act 1965 in Malaysia. A copy of the audit report and financial statements can be obtained from our website [www.gengemilang.org](http://www.gengemilang.org)



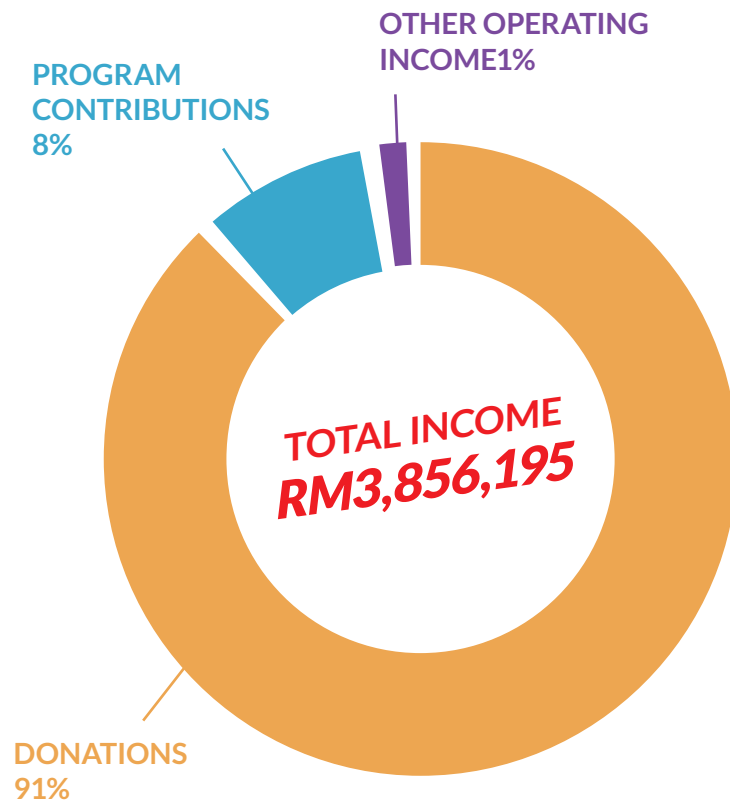
Consistent management review and monitoring of operating costs to ensure that resources are optimised and within approved budgets. Project evaluations are also carried out to assess the ongoing effectiveness of our programmes in meeting our clients' needs.



Committed to ensure that all donations and grants received are used for their intended purposes and look to leverage funds for maximum impact.



## INCOME



## INCOME

**DONATIONS** are funds donated to support GG's mission and programs in compliance with our Giving Policy (guidelines available on our website). Donations consist of general and restricted donations received from individuals and from non-government entities including corporate bodies and non-profit organisations. Restricted donations are recognised when the specific utilisation conditions have been met.

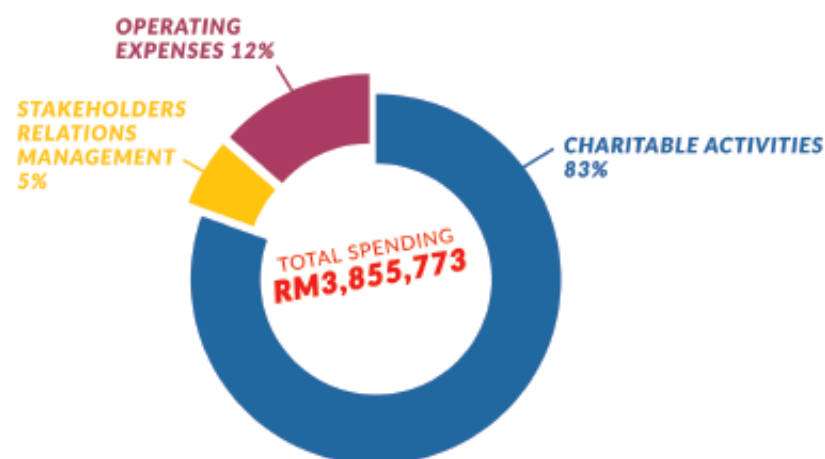
Donations have increased by 16% to RM3,503,888 (2016: RM3,025,563) largely due to the increase in donations received from corporate partners. There were more corporate partnerships established in 2017 as well as growth in existing long-term partnerships. The corporate partners that have made it possible for us to achieve this growth during the year are featured on page 39 to 44 of this annual report.

**PROGRAM CONTRIBUTIONS** are received with regards to programs and workshops conducted for schools, organisations and communities.

Program contributions have decreased slightly by 7% to RM326,892 compared to the previous year (2016: RM350,397) due to the discontinuation of one of our programs.

**OTHER OPERATING INCOME** includes interest income from placement of fixed deposits with licensed banks and income from disposal of office equipment.



**SPENDING** by **FUNCTIONS**

**Expenditure on Charitable Activities** includes program staff costs and program material costs. Spending has increased by 21% to RM3.21m compared to 2016 (2016: RM2.65m). This growth is attributed to the increase in the number of beneficiaries served. Furthermore, in line with the increase in grant funding, we were able to expand the scope of our services to equip our beneficiaries with more life skills elements and enrich their learning experiences.

A further breakdown of charitable activities are as follows :

<b>Value Based Learning</b>	34%
<b>Family Education &amp; Empowerment</b>	24%
<b>Academic Learning &amp; Enrichment</b>	15%
<b>School-Going Aid</b>	10%
	<b>83%</b>

**Expenditure on Stakeholder Relations Management** covers program staff costs and expenses incurred for communications and building stakeholder relationships. We have maintained this consistent to 2016 at 5% of total spending.

**Operating Expenses** covers operational staff costs, premises and administrative expenses. In 2017, operating costs was reduced to 12% of our total expenditure at RM469,883 (2016: 17% of total expenditure at RM577,672).

**STATEMENT OF  
COMPREHENSIVE INCOME**

INCOME	1 JAN 2017 TO 31 DEC 2017 RM	1 JAN 2016 TO 31 DEC 2016 RM
Donations	3,503,888	3,025,563
Program Contributions	326,892	350,397
Other Operating Income	25,415	13,785
<b>TOTAL INCOME</b>	<b>3,856,195</b>	<b>3,389,745</b>

EXPENSES		
Charitable activities	(3,214,860)	(2,647,265)
Stakeholders relations management	(171,030)	(163,815)
Operating expenses	(469,883)	(577,672)
<b>TOTAL EXPENSES</b>	<b>(3,855,773)</b>	<b>(3,388,752)</b>
Surplus before taxation	422	993
Taxation	(422)	(993)
<b>TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL PERIOD</b>	<b>-</b>	<b>-</b>



**STATEMENT OF FINANCIAL POSITION**

ASSETS	As at 31 DEC 2017 RM	As at 31 DEC 2016 RM
<b>NON-CURRENT ASSET</b>		
Equipment	46,032	81,815
<b>CURRENT ASSETS</b>		
Other receivables	172,030	196,756
Fixed deposits with licensed banks	68,970	393,103
Cash and bank balances	1,289,663	499,266
	1,530,663	1,089,125
<b>TOTAL ASSETS</b>	<b>1,576,695</b>	<b>1,170,940</b>
<b>EQUITY &amp; LIABILITIES</b>		
<b>EQUITY</b>		
Accumulated funds	-	-
<b>CURRENT LIABILITIES</b>		
Other payables	93,993	80,553
Deferred income	1,482,280	1,090,299
Current tax liabilities	422	88
	1,576,695	1,170,940
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>1,576,695</b>	<b>1,170,940</b>







@GenGemilang

**YAYASAN GENERASI GEMILANG**