

UNCONVENTIONAL | IMPACT REPORT 2020

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IMPACT REPORT 2020



Yayasan Generasi Gemilang





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Introduction

2020 is recognised globally as the year with one of the worst economic crisis due to the COVID-19 pandemic. The scene in Malaysia saw families from the low-income community unable to work due to the movement control order (MCO), pulling a plug on their source of daily income and pushing them further into poverty.

According to United Nation's "Families on The Edge: Issue 1" report, 57% of the Head of Households (HoH) surveyed experienced worsening earnings during the MCO. This finding is consistent with the voices of the families that told us they were not sure if they could survive the lockdown because they had little to no savings.

For children, the year-long school closures meant that those who could not afford data or devices were unable to learn from home and were missing out on their education too.

"UNCONVENTIONAL"

Through this impact report, we would like to share how we were able to stay true to our mission of helping vulnerable communities during these trying times in unconventional ways.

It is through the generosity & enabling of various partners, donors and volunteers that we saw many of our beneficiaries feel loved & cared for despite their circumstances.

We hope this report will capture some of the impact we tried to make in the lives of these communities.



SPECIAL HIGHLIGHT

COVID-19 Response

| FOOD AID | CASH AID | DATA ACCESSIBILITY | ONLINE LEARNING

Background

Before the pandemic, a lot of our work involved meeting the communities and running programs on-ground. When the lockdown announcement was given, GG had to halt all our programs, which left us questioning how we should conduct future programs in the light of new safety regulations.

Until it was deemed safe, especially for the children, we had to pivot our work and program delivery method.



Teaching a child from Rumah Kanak-Kanak Tengku Budriah (RKKTB) fine motor skills using pegs (2017).

Pivoting



How did we pivot?

With our programs on halt, we took the time to make calls to the B40 families to assess their needs. From there, we were able to determine what support was needed and how to go about it.

What were the needs?

In the early stages of the MCO, the needs for food and other essentials like cooking gas, milk powder & children's diapers were the most prominent. Subsequently, when online learning kicked off for the children, data & digital accessibility needs became a growing concern.

How was distribution done?

In compliance with the government's guidelines for Non-Governmental Organisations (NGOs), we relied on suppliers to do food aid deliveries, provided direct cash aid transfers for other essential needs, and worked with local community leaders to distribute the aid.

OUTPUT

428 Families
received food aid & cash aid weekly for 15 weeks.

76 Families
received food aid & cash aid once-off.

IMPACT

Reduced Hunger & Added Nutrition

Families reported that the food box helped them during this time to ensure they have food on the table for their families. The food box items also provided with added nutrients like protein & vegetables to their otherwise plain diet of rice and eggs.

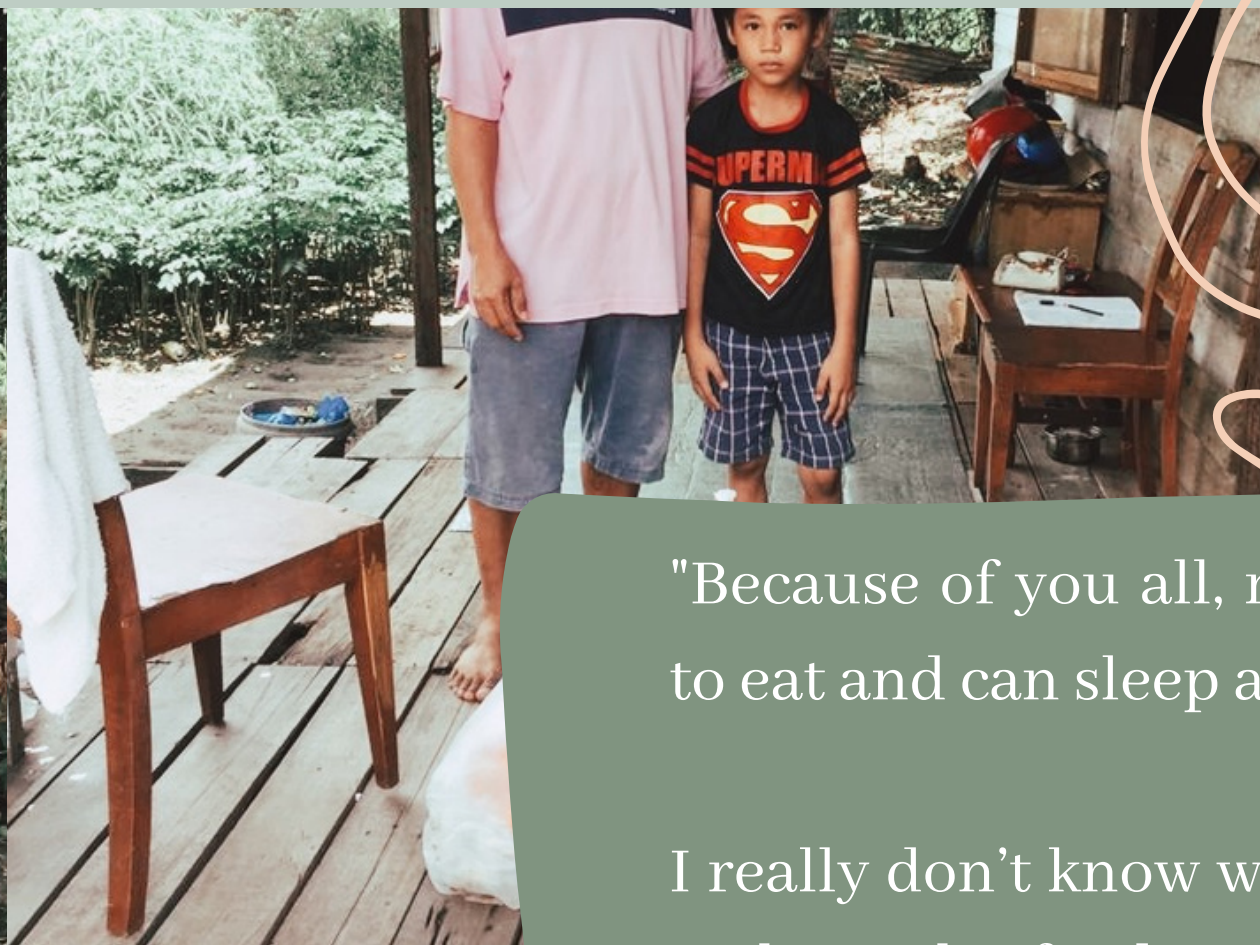
SDG Goals



Reduced Anxiety

Families shared that receiving the delivered food aid weekly reduced their anxiety and eased their worry of going out of the house. They were able to reduce their exposure to the virus, which was helpful for the elderly and immobile families.





"Because of you all, my children have food to eat and can sleep at night.

I really don't know what I would have done without the food. I prayed and God heard my cry. God is listening."

— Mrs. K.N. | PPR Beringin



OUTPUT

134 Families

received received connectivity packs consisting of 40GB monthly data & also devices where necessary.

IMPACT

Increased Program Attendance & Motivation

We saw an increase in the average attendance of the children from 66% to 86% in 1 month thanks to the connectivity packs given.

Parents also reported that their children showed increased motivation & excitement for learning. One child would get up early and get ready for GG's program by setting up her learning area at home and then after the class, complete the homework given.

SDG Goals



Reduced Stress

Parents who reported that their children had either no data to attend school online or had a lack of devices for multiple school-going children, shared that the aid helped reduce their burden of not being able to provide for their children. They also reported that with the extra device given, they did not have to prioritise which child gets to learn, but could work with the extra device to ensure their children were able to attend class. Parents felt relieved that they could spend that money on other needs instead.

PROJEK E-PEMBELAJARAN





“Tablet ini membantu dalam pembelajaran. Ibu tak payah beli dan ibu jimat banyak sangat duit sebab tak payah topup sudah. Keluarga kami tak mampu dulu untuk topup, tapi sekarang saya tak perlu risau dan saya boleh guna duit itu untuk bayar benda lain yang penting.”

— Mother of KidzREAD student, Sri Pantai



BASIC NEEDS

| HELPING CHILDREN INCREASE ACCESS TO EDUCATION



BASIC NEEDS

Super Sarapan

At the start of the year, we were providing a meal in school for 826 children from 22 schools. However when the schools were closed, we hit a pause on the Super Sarapan program.

Following a few conversations with school teachers during the school closure, we understood that some of the children in our program were now facing financial difficulties and experiencing food shortages at home.

Thus, we converted the school meal into a cash aid that would be used by families for their child's school-going needs. This included purchasing groceries so the children did not have to go hungry at home.





826 Children

received a meal in
school under the Super
Sarapan Program

Although not all the schools from our original Super Sarapan program were on-board with the cash aid method, the continuation of this program saw the livelihood of 417 children from 12 schools change for the better.

For families who could only afford to eat plain rice every day, we were able to provide them with means to a larger variety of food with better balance of nutrients. We understand that a family's ability to step out of the poverty cycle begins with having the sustenance they need to live. Therefore, we were very encouraged by the reach that this project was able to achieve, and to know that by ensuring that they have enough to eat daily, we take the first step forward in setting them up for success in this journey.

We are thankful that though apart, we are still able to carry out Super Sarapan's mission – to encourage perseverance despite trying circumstances, to bring hope and light to the lives of children and families through the simple act of providing meals.

BASIC NEEDS

Super Seragam



343 Children

received school uniform packages under the Super Seragam Program

The simple but powerful act of clothing children in clean uniforms can instil worth, and motivate children for school. Despite the situation that bore much uncertainties, we managed to clothe 343 children in 2020.

While we were able to carry out a few school measurements, those who did not go through the process due to school closures were given vouchers to purchase 2 sets of school uniforms, school shoes, socks and a school bag from the nearest Outpost Uniform outlet themselves.

Many parents were grateful for vouchers as they used it to purchase school uniforms at the end of 2020, in hopes for a better school year ahead for their children.

BASIC EDUCATION

| ENSURING CHILDREN RECEIVE THE EDUCATION THEY DESERVE



The Challenges

Prior to the distribution of digital accessibility packs through Projek E-Pembelajaran (PEP), the Education Services team learned from parents that due to the sudden school closure, they were unprepared to teach their children from home and were struggling to find relevant learning materials for their children.

Additionally, due to their own lack of education, parents faced challenges in filling the educator role for their children. Without the teachers, children who were lacking in their studies fell into an even wider education gap.

"Digital Accessibility is only the first step to help children continue learning. We need to ensure they have quality learning materials & proper guidance that facilitates a learn-from-home environment" - Caryn Ng, Section Head of Education Services

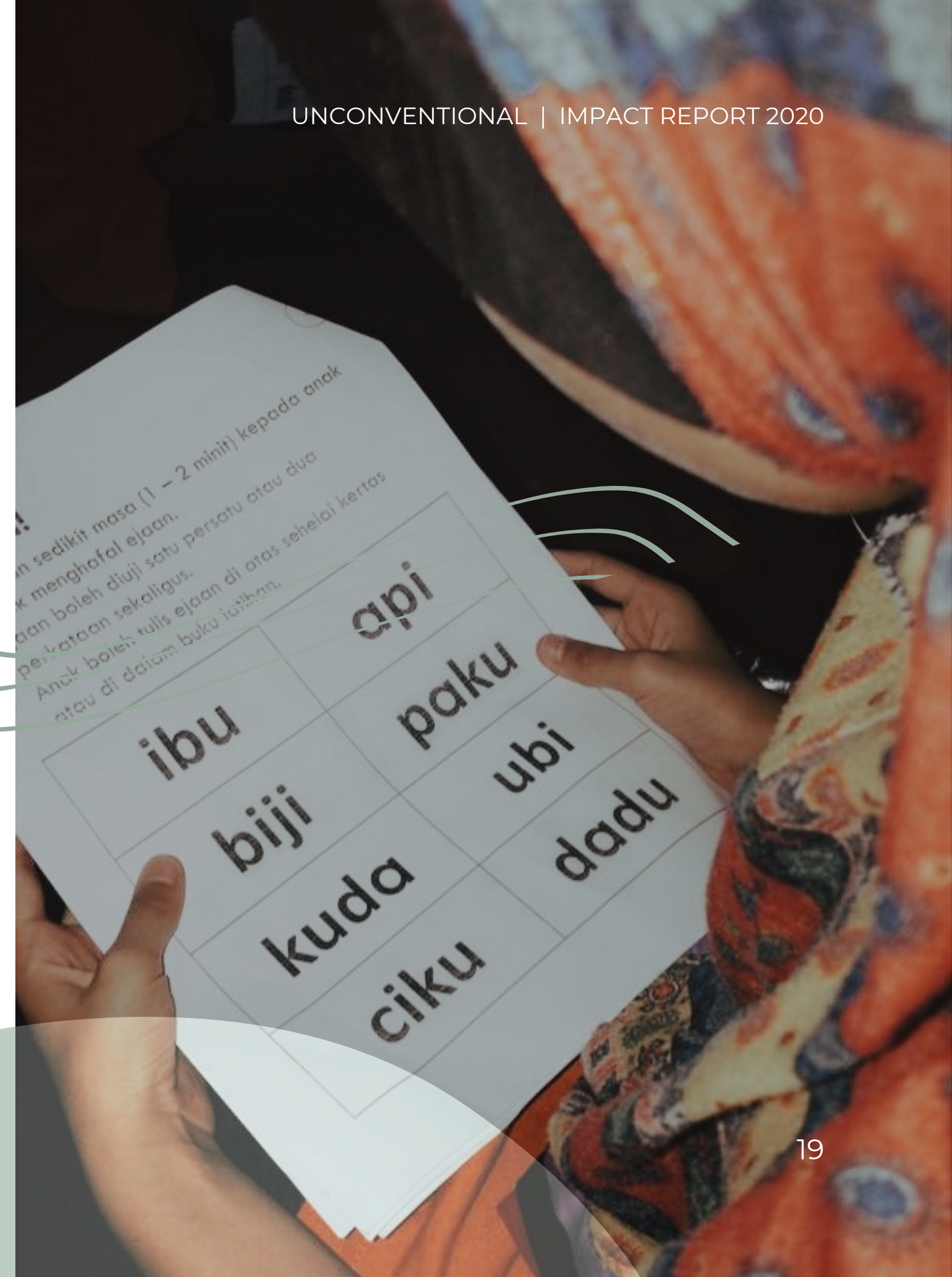
"We need to ensure they have quality learning materials & proper guidance"

Involving Parents

In order to help parents solve the issue of lacking in learning materials, we provided them with soft copies of worksheets through WhatsApp & also sent some learning packs consisting of workbooks & games that children could fill their time with.

It was through this pandemic that many of the B40 community parents became more aware that they had a role to play. So, parents that could afford to take time out for their children would always ensure their children completed the worksheets and send them back to our staff team via WhatsApp.

Following the PEP roll out, children were now able to go online for classes and we noticed an increase in the parents' involvement during their children's online classes. They would sit in and listen, or even help their children out during the class.



KidzREAD Progress

Taman Prima Selayang

47 Children

77% children achieved "Good" attendance
70% children improved in at least 1 reading level

Taman Putra Damai (PAKK)

64 Children

84% children achieved "Good" attendance
66% children improved in at least 1 reading level

Taman Putra Damai (Blok G)

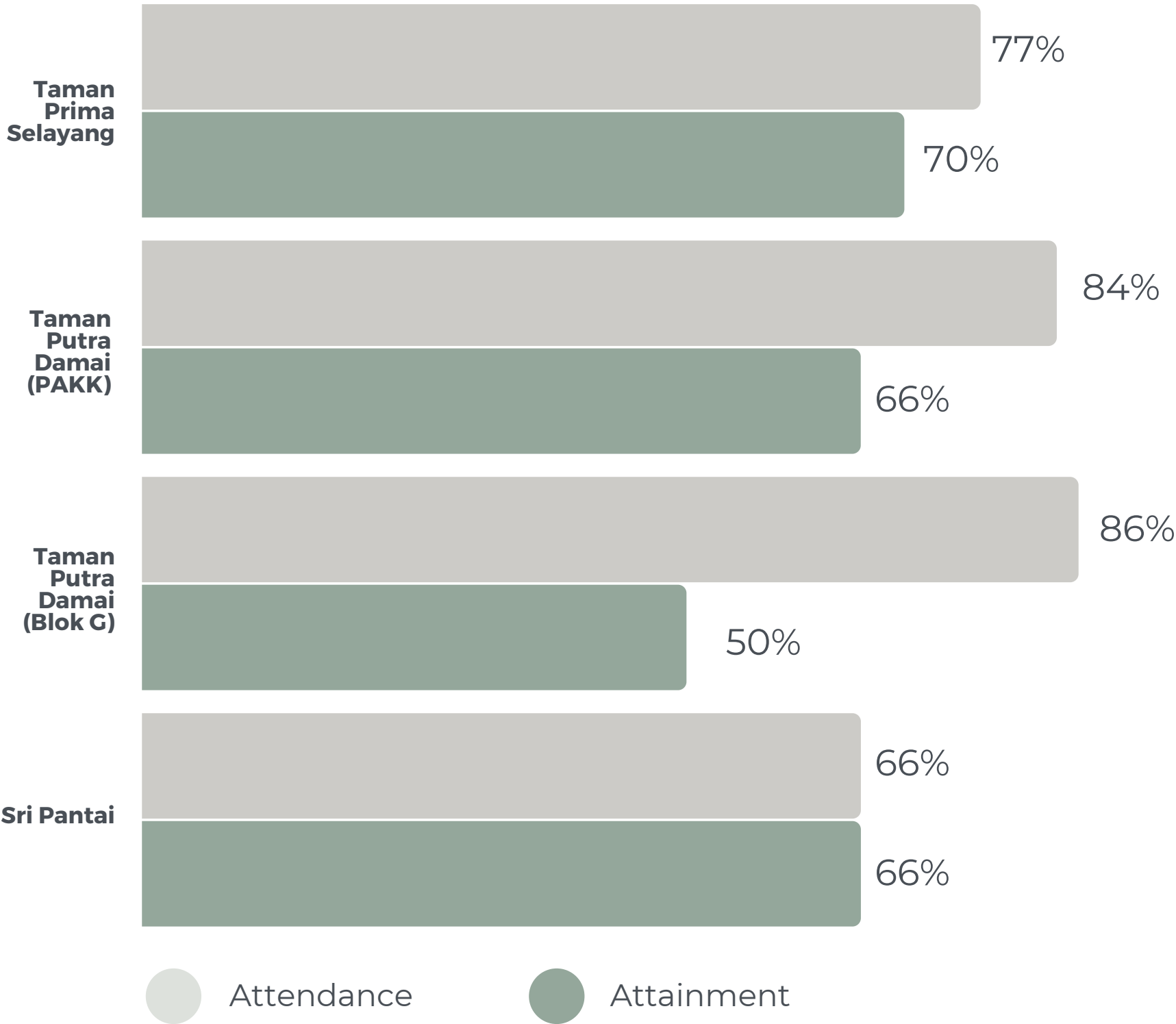
35 Children

86% children achieved "Good" attendance
50% children improved in at least 1 reading level

Sri Pantai

35 Children

66% children achieved "Good" attendance
66% children improved in at least 1 reading level



Note: "Good" indicates a 60% and above attendance

LIT Primary Progress

Taman Prima Selayang

34 Children

79% children achieved "Good" attendance
94% children improved in their Mathematics
65% children improved in their English

Taman
Prima
Selayang



Taman Putra Damai (Mathematics)

34 Children

91% children achieved "Good" attendance
94% children improved in their Mathematics

Taman
Putra
Damai)



Pudu Ulu (Mathematics)

17 Children

94% children achieved "Good" attendance
100% children improved in their Mathematics

Pudu Ulu



Note: "Good" indicates a 60% and above attendance & currently only Taman Prima Selayang has LIT Primary English conducted.



Attendance



Mathematics



English

LIT Secondary Progress

Taman Prima Selayang
26 Children
68% children achieved "Good" attendance
68% children improved in their Mathematics
84% children improved in their English



Note: "Good" indicates a 60% and above attendance & currently LIT Secondary is only conducted in one community.

Attendance Mathematics English

Summary

Attendance

81% of the children enrolled across GG's education programs were able to maintain a good attendance despite the classes being conducted online. Attendance also increased after the children were given digital accessibility packs.

Attainment

An average of 76% showed an improvement in their attainment during the post-assessments conducted. This shows that children can still learn in an online environment when coupled with guidance from mentors.

Attitude

Most of the parents reported that their children were motivated to attend the classes, showing excitement and also self-discipline to ensure they do not miss a session. Parents are overall grateful that their children are still able to learn and improve in their English & Mathematics.

LIFE SKILLS

| PROVIDE OPPORTUNITIES FOR CHILDREN & FAMILIES FROM VULNERABLE COMMUNITIES
TO HAVE SKILLS & LEARNINGS THAT EQUIP THEM FOR LIFE



LIFE SKILLS

From On-Ground to Online

In responding to the pandemic, a full day's worth of on-ground session took on new forms online. Next Gen XLR8 was distilled into 4 bite-sized sessions (called XLR8 2.0). While on top of online sessions, easy-to-digest informative videos were also made in-house to condense the lessons from SiberKIDZ and Digital Parenting.

Innovations made to our programs were crucial in not only adapting to the online medium, but also to keep our content engaging and relevant to continue impacting youths and parents.

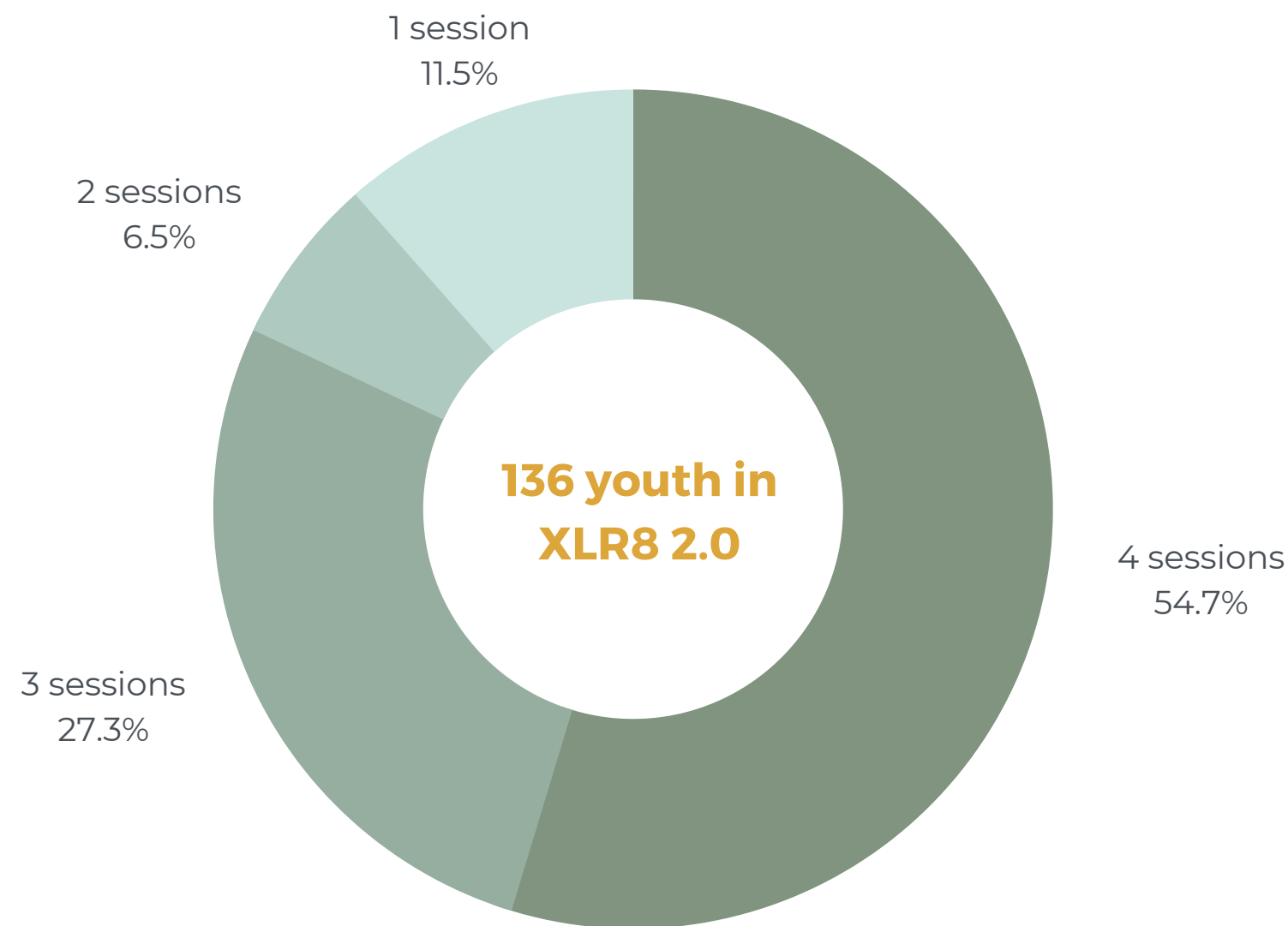
With families spending more time at home now, even for classes and work, knowledge of cyberwellness and digital literacy are necessary now more than ever. Adults and children alike need to be equipped to better navigate the online world and have the know-how to manage their family's online life better.



XLR8 2.0 Impact

Attendance

84% students attended 3 or more out of the total 4 sessions



Awareness & Attitude

- 48% more youths believe it's important to *have integrity* and *be considerate of others in the work place*
- 25% more youths know *how to prepare for an interview*
- 13% more youths have *started thinking about their future career*

Technical Literacy

- 54% more youths have basic knowledge of *Microsoft Powerpoint*
- 38% more youths have basic knowledge of *Microsoft Word*
- 21% more youths have basic knowledge of *Microsoft Excel*

Results were taken from 97 students who responded to the post-assessment of XLR8 2.0

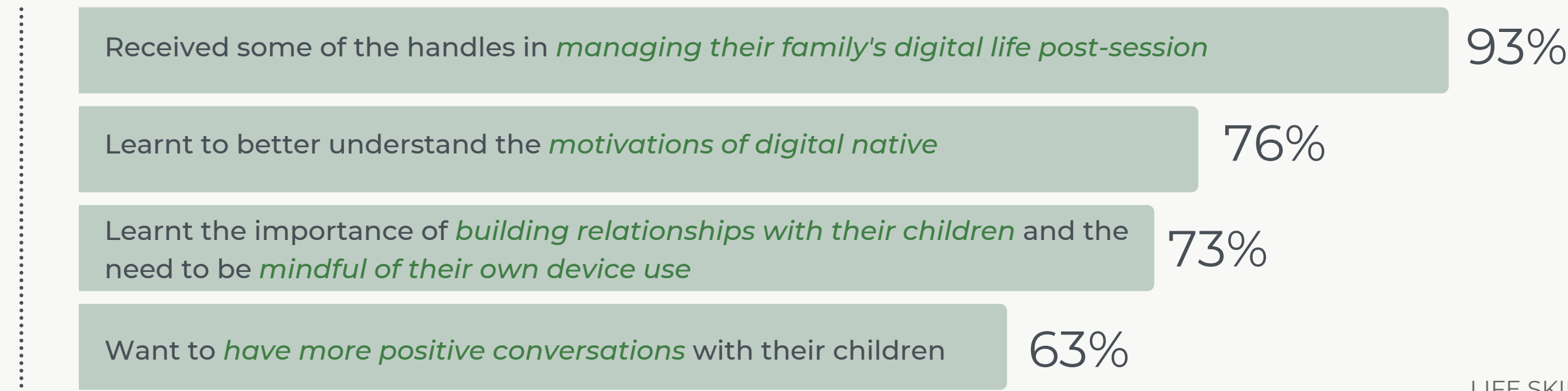
SiberKIDZ Impact

Over 90% of 807 children were already aware that they should not share personal information and respond to phishing sites. However, there was a significant increase in children who realised they should not speak to strangers and also bully their friends online.



Digital Parenting Impact

Most of the adults attending were looking forward to be better equipped to manage their family's digital life, and these were some of the results showed after the program was conducted with 223 adults.



FamTIME: Family Education



Moving FamTIME online involved a lot of planning, but it was necessary, especially in 2020 when families were spending more time together at home because of the pandemic. 51 parents attended the online FamTIME program and 57 parents attended the FamTIME Bersama workshops, where they were equipped with essential skills such as parenting, managing emotions, and communication skills; in hopes that they can build a strong and resilient family unit.

The families shared that they enjoyed the family activities in this program, some even completed the activities with their children on their own despite missing the session. With more time spent at home, we noticed that the fathers were more involved in the family activities, whereby traditionally they would sit out.

After going through the sessions, parents reported that the atmosphere in their families changed as they learnt to communicate and resolve conflicts better. These changes also reflected upon their children, where they learnt to share toys and express love. Parents also learnt that their children can do so much more at home, given the opportunity and right guidance.

FamTIME Impact

108 PARENTS

went through FamTIME and FamTIME Bersama

Key Objective 1: Parents have better awareness of child's development needs and the importance of their parental role.

Impact Indicator: Parents show intention/commitment to make changes as a result of participation.

71% parents expressed that the *knowledge and skills* they learnt from the program are *important and useful for them and they would practice them at home*.

Key Objective 2: Parents have increased knowledge, skills and/or ability to provide more nurturing care.

Impact Indicator: Parents are actively demonstrating new parenting behaviors using their learnings from the program.

50% parents are *actively practicing at least 1 skill* they learnt from the program and *observed positive changes* in their attitude towards their children.

Parent Feedback

"I used to have problem talking to my second daughter, when I talk, I always focus on defending my points and we often ended up quarreling. Now I have learnt to listen to her opinions, slow to speak and instead of raising my voice, I speak calmly."

"During the family activities, I was so surprised that my children didn't fight, but are able to share the materials & work together really well. Before this, I hardly give them such opportunities to do things together at home."

"When I discipline my children, I started using the communication skills, I talk to them at eye level. When I'm angry at something, I explained to them what makes me angry, and teach them how to solve the problem together."

"I think this is a good program for parents. For example, love language, ways to communicate with children. All these skills are new to me, before this I have never learnt anything like these. Thank you very much."

LIFE SKILLS

Cha-Ching Curriculum

2020 was our third year running the Cha-Ching Curriculum (CCC) program for primary school teachers in East Malaysia, with the intention of reaching more students in financial education. In February, before the impending MCO, we trained 63 teachers in Sabah and Sarawak, who looked forward to educating the children in schools because they saw the benefits of the program.

Changes in Priority

However, nationwide school closure started soon after and challenges with digital accessibility surfaced. Teachers had to shift their focus to solving education in a learn-from-home environment, and running this program was no longer a priority. This led to many schools choosing to opt out from the program.



Quick Adaptations

In order to assist teachers in running CCC, the team made adaptations to shorten lesson videos, placed all the resources online where they were easily accessible, and extended deadlines for the program. With that, a total of 6,452 students under the guidance of 150 teachers from 57 schools completed CCC, learning the basic concepts of Earn, Save, Spend and Donate.

Teachers Need More Support

Through this, we found that teachers need more support in carrying out online classes, whilst students need to have access to data, devices & good internet coverage to be able to participate. It is imperative that these emerging basic needs be met to ensure that students will not be left behind.

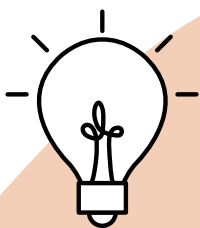


Cha-Ching Curriculum Impact

6,452 Students

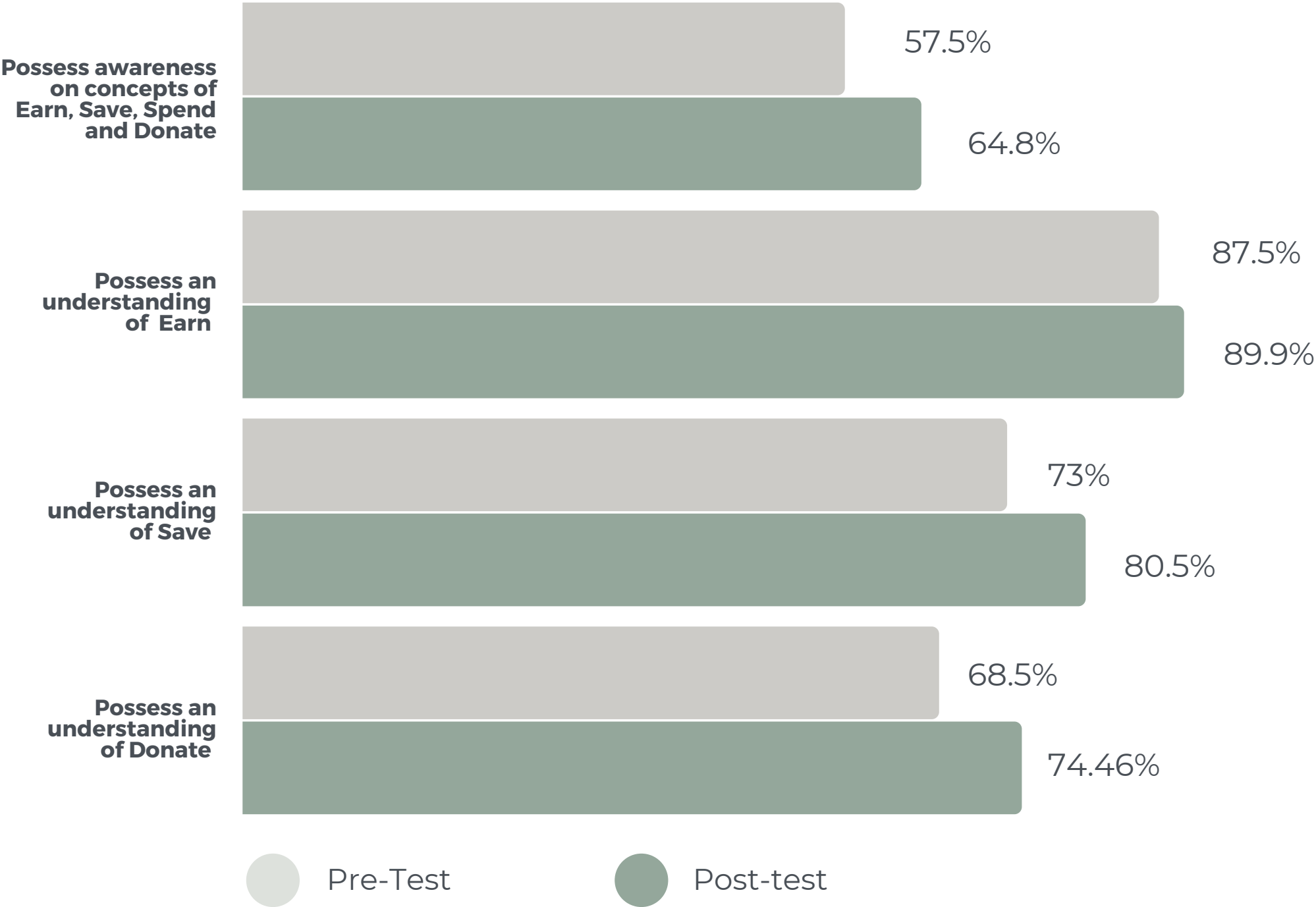
Students were assessed based on knowledge-based questions and attitude change based on the 4 money management concepts of: Earn, Save, Spend Donate.

Based on the survey, more than half of the students already had a measure of prior understanding and showed positive attitudes towards financial literacy and the concepts of spending money and time to fulfill their goals and help others. Hence, the increase in knowledge after going through the program is overall minimal.



Fun Fact

Compared to boys, girls were shown to have higher awareness of financial education before attending CCC, but boys were shown to gain more knowledge after attending CCC.



Partners & Enablers

PROJEK SINAR

- AMRIT & COMPANY
- BALIGN PILATES SDN BHD
- DRYPERS MALAYSIA
- EASTSPRING INVESTMENT BERHAD
- FITME ENTERPRISE
- FLUX NEW MEDIA
- GRABEXPRESS
- GERSON BATIK CLASSICS
- HANDMADE HEROES
- HARRISON ASSESSMENTS MALAYSIA SDN BHD
- HONG LEONG FOUNDATION
- JAY C PLUS SDN BHD
- KIWANIS CLUB OF BKT BANDARAYA
- SPIN COMMUNICATIONS SDN BHD
- STAYZON
- TMF GROUP
- TNG DIGITAL SDN BHD
- T2W PJ
- MS BULAT

PROJEK SINAR

- KOLEJ TUANKU JA'AFAR
- MALAYSIAN INDUSTRIAL DEVELOPMENT FINANCE BERHAD
- MILESTONE TRAININGS SDN BHD
- MPI GENERALI INSURANS BERHAD
- MY FACE MASK
- OMNI VIEW CONSULTING (M) SDN BHD
- OPTIMUM NUTRITION
- CAMPS & APPARELS CORP. SDN. BHD.
- PAN & WINE
- PERK COFFEE MALAYSIA PLT
- SALT & LIGHT
- SIBKL
- THE EQ EDGE SDN BHD
- THRIVE BOUTIQUE FITNESS STUDIO
- WISHFUL CURATED GIFTING
- YAYASAN ALUMNI PEGAWAI TADBIR & DIPLOMATIK
- ZURICH MALAYSIA
- ZURICH FOUNDATION

Family



Education



Life Skills



Basic Needs



Volunteer Impact

Volunteers are at the heart of our work, without which we would not be able to reach so many of the children & families through our programs. We're excited to share some of the findings from our 2020 volunteer survey on the skills that volunteers have gained through volunteering.

338
Volunteers

5,435
Volunteering Hours



1 Emotional Intelligence

98% developed awareness of the social situations of underserved children & families, increasing their ability to empathise with people from different backgrounds.

2 Collaboration

94% recognised that volunteering has helped increase their ability to communicate with people from other age groups or cultures different from their own.

3 Time Management

86% acknowledged that through volunteering, they have improved in their time management skills that allows them to juggle between their personal time, work and volunteering.

FINANCIAL REPORT

| GOVERNANCE & ACCOUNTABILITY | FINANCIAL HIGHLIGHTS | FINANCIAL OVERVIEW | FINANCIAL STATEMENTS

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, Registration No. 201401045029 (1121213 – V) under the Companies Act 2016.
- An annual audit is obtained in accordance with approved standards on auditing in Malaysia by an independent public accounting firm, Baker Tilly Monteiro Heng PLT, Registration No 201906000600 (LLP0019411-LCA) & 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 2020, 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 2016 in Malaysia. A copy of the audit report and financial statements can be obtained from our website 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 beneficiaries' needs.
- We are committed to ensure that all donations and grants received are used for their intended purposes and look to leverage funds for maximum impact.

Financial Highlights 2020



Our overall financial activity in 2020 remained fairly consistent to 2019 in spite of the COVID-19 pandemic, indicative of our ability to pivot and adapt to change. The two key highlights from our audited financial statements are summarised as follows.

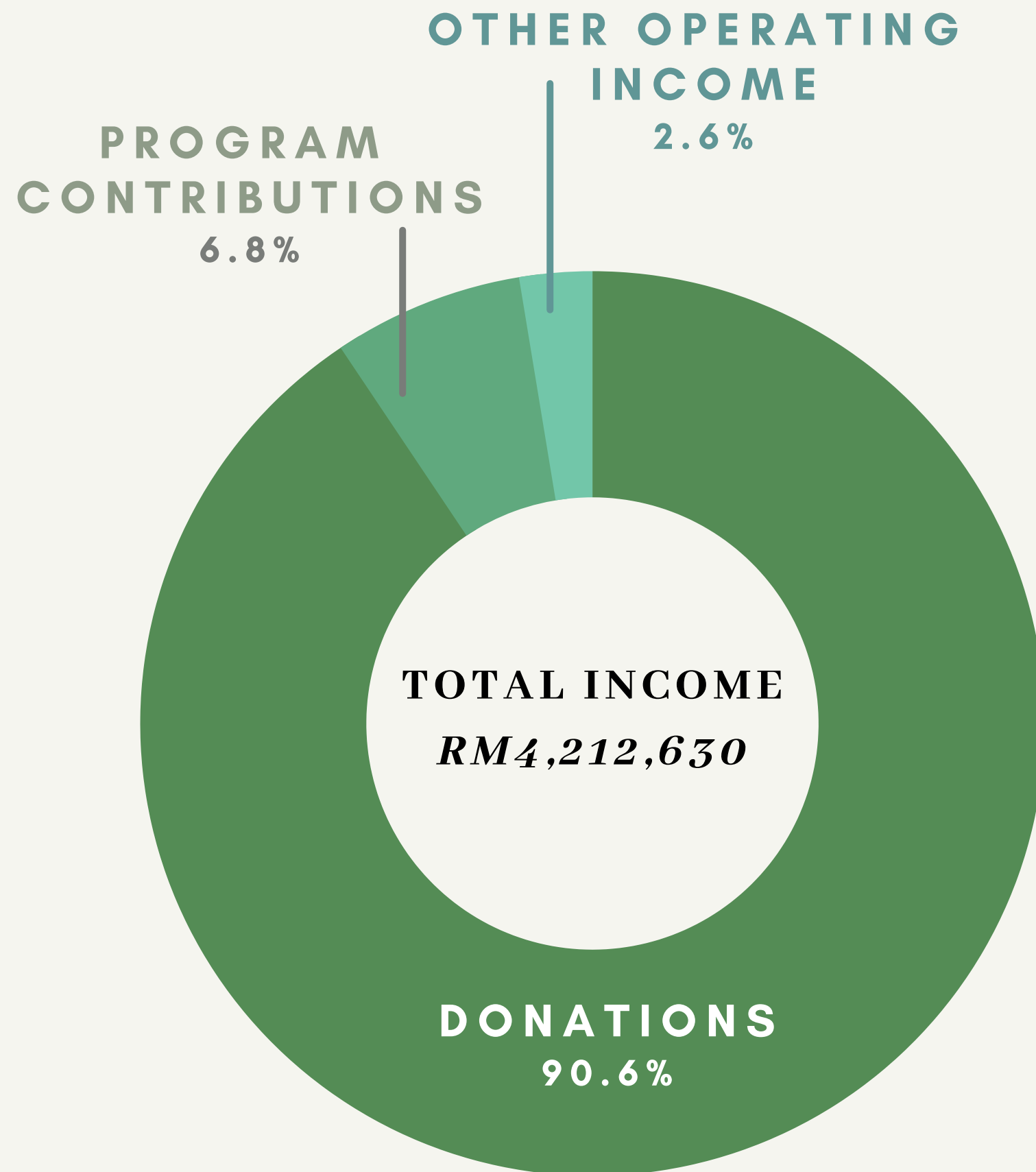
Tax Exempt Status

GG has been granted tax-exempt status under Subsection 44(6) of the Income Tax Act 1967 from 1 June 2020 till 31 May 2025. GG's income will be exempted from tax during this period.

Impact of Coronavirus Pandemic on GG's Operations

In 2020, the management team and trustees have reviewed and monitored the potential impact of the COVID-19 pandemic on the organisation, and have taken the necessary measures to ensure sustainability of our operations.

Meanwhile, during the first half of 2021, GG has managed to secure funding for our key services which enables us to continue to meet the needs of children and families in vulnerable communities. With the pandemic still ongoing, we will continue to monitor closely its impact on our operations and take measures as needed.



Financial Overview 2020

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 non-government entities including corporate bodies and non-profit organisations. Restricted donations are recognised when the specific utilisation conditions have been met.

The overall increase of 1.6% to RM3,817,751 (2019: RM3,759,068) is attributed to the increase in donations largely from the Projek Sinar fundraising campaign from 18 March to 3 July 2020.

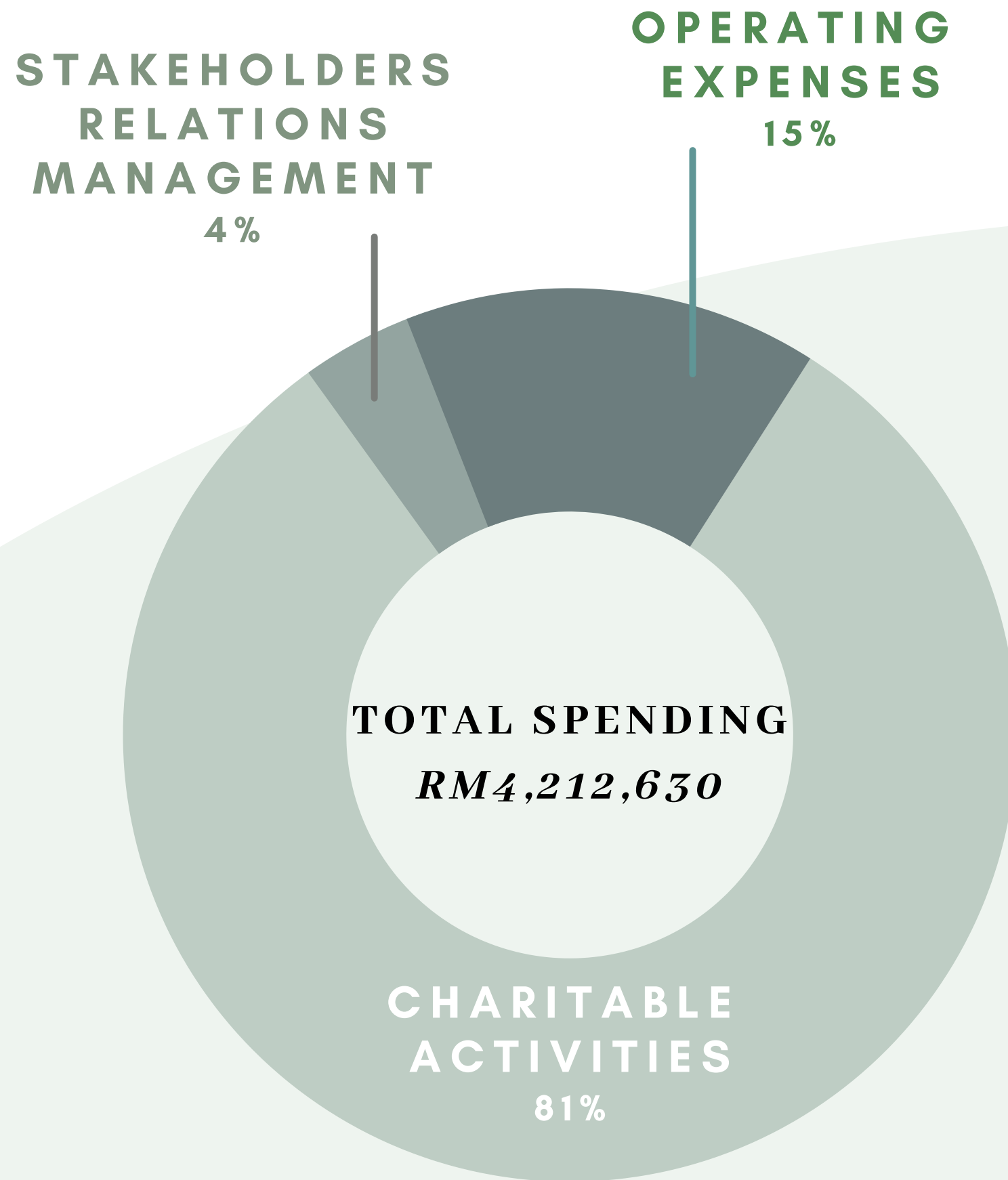
PROGRAM CONTRIBUTIONS are received with regards to programs and workshops conducted for schools, organisations and communities.

Program Contributions have decreased by 6% to RM286,412 (2019: RM306,261) as GG was unable to conduct physical on ground activities and workshops during the pandemic.

OTHER OPERATING INCOME includes interest income from placement of fixed deposits with licensed banks and income from disposal of obsolete IT assets.

There is a significant increase in 2020 with a total of RM108,467 (2019: RM13,864) as GG successfully received the PERKESO Wage Subsidy amounting to RM83,400.





Financial Overview 2020

Spending By Functions

EXPENDITURE ON CHARITABLE ACTIVITIES includes program staff costs and program material costs. GG maintained its charitable activities spending ratio at over 80%, out of which a significant portion was channeled towards meeting the urgent needs of vulnerable families through the distribution of food and cash aid under Projek Sinar. This was a one-off project which was launched in response to the urgent needs of these families when the nation went into its first lockdown in March 2020.

A further breakdown of charitable activities are as follows:

Value Based Learning	22%
Family Education & Empowerment	37%
Academic Learning & Enrichment	15%
School-Going Aid	7%
	81%

EXPENDITURE ON STAKEHOLDERS RELATIONS MANAGEMENT covers program staff costs and expenses incurred for communications and building stakeholder relationships. Stakeholder relations management costs remains at 4% of total spending, consistent with the previous year.

OPERATING EXPENSES covers operational staff costs, premises and administrative expenses. Operating costs have increased by 16% to RM634,026 (2019: RM547,490) mainly arising from deploying resources to emerging needs.



INCOME	1 JAN 2020 to 31 DEC 2020	1 JAN 2019 to 31 DEC 2019
Donations	3,817,751	3,759,068
Program Contributions	286,412	306,261
Other Operating Income	108,467	13,864
TOTAL INCOME	4,212,630	4,079,193
EXPENSES		
Charitable Activities	(3,409,517)	(3,376,942)
Stakeholders Relations Management	(169,087)	(154,672)
Operating Expenses	(634,026)	(547,490)
TOTAL EXPENSES	(4,212,630)	(4,079,104)
Surplus before taxation	-	89
Taxation	-	(89)
TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL PERIOD	-	-

Financial Statements

STATEMENT OF COMPREHENSIVE INCOME

	AS AT 31 DEC 2020 RM	AS AT 31 DEC 2019 RM
ASSETS		
Non-current asset		
Equipment	80,078	132,966
Right-of-use assets	403,977	470,826
	484,055	603,792
Current assets		
Other receivables	99,750	109,489
Fixed deposits with licensed banks	184,378	430,283
Cash and bank balances	1,563,629	868,953
	1,847,757	1,408,725
Total Assets	2,331,812	2,012,517
EQUITY & LIABILITY		
Equity		
Accumulated funds	-	-
Non-current liability		
Lease liabilities	286,561	348,559
Current liabilities		
Lease liabilities	138,607	135,197
Other payables	94,433	68,816
Deferred income	1,812,211	1,459,856
Current tax liabilities	-	89
	2,045,251	1,663,958
Total Equity & Liabilities	2,331,812	2,012,517

Financial Statements

STATEMENT OF FINANCIAL POSITION



www.gengemilang.org

