

# THE BIG PURSUIT

## IMPACT REPORT 2023

YAYASAN GENERASI GEMILANG







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# OUR VISION

Yayasan Generasi Gemilang (GG) believes that Love can transform Malaysia, where the next generation is exemplary and families are empowered.

# OUR MISSION

To close the education gap for underserved children by improving literacy and nutrition.



# FOREWORD

We entered 2023 with fresh eyes and big dreams on the heels of what we discovered through our innovation lab. Why conduct an innovation lab? We wanted to challenge ourselves to **pursue big ideas** with the hopes of **meeting new needs with greater impact**. Can we do this while minding our resources and **maintaining our vision to transform lives**?

In 2023, we remained strong and steadfast in the execution of Yayasan Generasi Gemilang's (GG) key programmes. We continued to provide daily meals to over 1,000 children in schools across Malaysia through Super Sarapan. Through our Community Learning Programmes and partner organisations under our Collaboration Network, we improved the literacy and numeracy levels of over 300 children. For Projek Makan Sihat (PMS), we improved the nutrition and dietary habits of over 400 children.

Our lab showed us that we needed to “go younger” and “go deeper” into Early Childhood Developmental (ECD) interventions. With Projek Makan Sihat (PMS) coming to an end under the Hasanah Special Grant 2022, we started to explore more holistic ECD interventions that **go beyond just addressing nutritional needs**.

Of course, we did not forget about the other key demography, the youths. **Youths have always been at the heart of GG's work**. We were eager to reconnect with youths in our communities and schools after our youth programmes were paused because of the pandemic. We spent the latter half of 2023 laying the groundwork and the findings enabled us to design youth empowerment programmes that we're excited to launch in 2024.





2023 was not without its challenges. We started the year with donations much lower than usual, and manpower was still lacking. However, through various measures to mitigate the issues, we ended the year strong. Our staff team showed resilience in the face of these setbacks and we're proud of them.

Thank you to our staff, volunteers, donors, partners, and Board of Trustees who joined us 'in the trenches' and championed our big pursuits together!

As long as there are needs in the communities, GG's big pursuit to meet them will continue.

## The Big Pursuit

to close the **education gap**

to improve **literacy** among children

to improve **nutrition** among children

to **innovate** in the face of evolving needs

to provide a **brighter future** for the next generation

In essence, to pursue the **transformation of lives**



A handwritten signature in black ink.

Wong Koon Tatt, Chairman



A handwritten signature in black ink.

Daniel Tan, Founder



A handwritten signature in black ink.

Melissa Ngiam, CEO

# THE BIG PURSUIT ...TO INNOVATE OR STOP?

Seeing the need to understand post-pandemic changes in the dynamics of social work, we conducted a GG-wide innovation lab. After conducting our key programmes for so many years, we wanted to find out if they were still relevant or if we needed to change our approaches.

— We knew that the education gap grew because of the pandemic...

— But how big was it?

— What else has changed?

— How can our work evolve to address the new realities of today?

Our teams went on-ground to conduct surveys and interviews in the urban poor community we are in. We spoke to families, other local NGOs, teachers from the nearby schools, and our beneficiaries.





# 3 DISCOVERIES\* WE MADE



## 1. ILLITERACY IS ON THE RISE

- According to teachers, **25-30%** of school-going children are illiterate and are in *kelas pemulihan (remedial classes)*.
- Lower primary school children are **weak in reading and writing in Bahasa Melayu**.



## 2. THERE ARE MANY HUNGRY CHILDREN

- **Malnutrition** is prevalent due to **poor eating habits** instilled from young.
- **Food insecurity** is especially **high** in East Malaysian schools.



## 3. PARENTAL INVOLVEMENT IS IMPORTANT

- Teachers testified that **children who perform better in school** usually had active parents who were **involved in the daily activities required for learning**.
- In GG's programmes, we observed **better participation, behaviour and growth** in children with **active parents** who were aware of their children's needs for nutrition and school readiness.

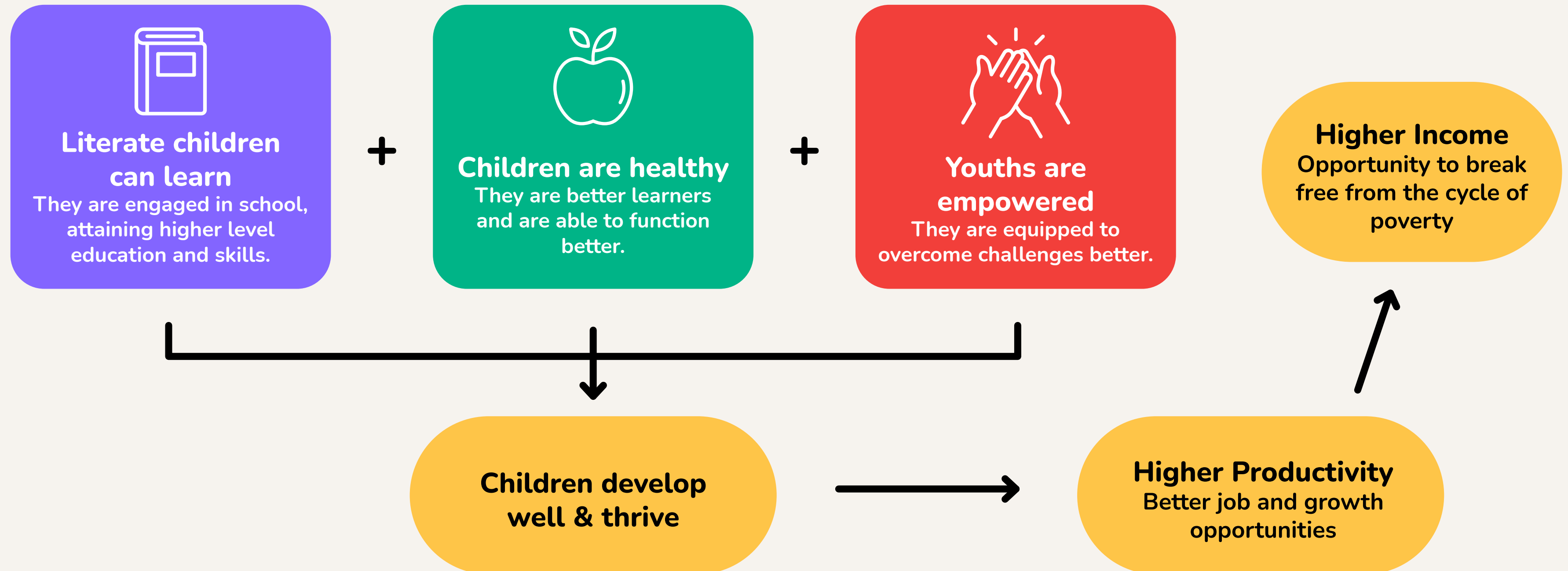
We recognise that the challenges and disadvantages faced by our beneficiaries because of their circumstances do exacerbate these issues. What we observed is that **every parent wants their child to succeed**, but some may not have the tools, resources, and support to point them in the right direction.

\*Our findings are specific to the communities and schools that we serve and may not be a reflection of other communities.



# OUR THEORY OF CHANGE

Our approach has always been to give underserved families a hand-up and empower them to break out of the poverty cycle. We want to see **children thrive and develop well**, and **youths empowered to contribute back to their communities**. We do this through GG's literacy and nutrition interventions.





To close the education gap for underserved children by



## Improving Literacy

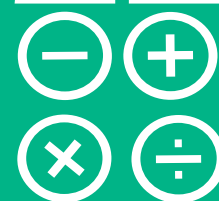
through



### KidzREAD

**150 students**

received small-group mentoring in English



### (LIT) Mathematics

**42 primary school students**

received small-group mentoring in Mathematics

through



### Collaboration Network

GG worked with

**5 collaborators\***

who ran KidzREAD for

**127\*\* students**

and LIT Mathematics for

**21 students**

\*NGOs, institutions, schools & religious bodies

\*\*Cumulative number since 2022

**2023** AT A  
**GLANCE**

To close the education gap for underserved children by

## Improving Nutrition



### Super Sarapan

**1,118 students** from **27 schools**  
received a meal at school throughout the school term



### Projek Makan Sihat

**277 families** with **422 children**  
received nutrition education & fresh groceries regularly





4 QUALITY  
EDUCATION



# THE BIG PURSUIT TO IMPROVE LITERACY

- COMMUNITY LEARNING PROGRAMMES
- COLLABORATION NETWORK





# THE BIG PURSUIT...

## ...TO IMPROVE LITERACY

### COMMUNITY LEARNING PROGRAMMES

#### ENGLISH

KidzREAD is an English reading programme that aims to instill the love for reading in children while also increasing their level of English literacy.

#### MATHEMATICS

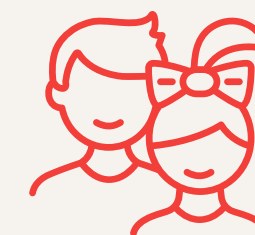
Learning Through Individualised Teaching (LIT) is an academic guidance programme where primary school children learn to improve their Mathematics in a small-group setting.

#### 3M (MEMBACA, MENULIS, DAN MENGIRA)

LIT 3M is a short intensive programme specifically designed to enhance literacy and numeracy rates among primary school children in *kelas pemulihan* (remedial classes) via individualised mentoring. Students learn basic Bahasa Melayu and Mathematics through gamified approaches.

After almost 3 years of online sessions during the height of the pandemic, we resumed physical sessions for our Community Learning Programmes in 2023.

We welcomed our happy students back on-site to our programmes in both PPR (Projek Perumahan Rakyat) Taman Putra Damai and PPR Sri Pantai. Despite a period of adjustment for both students and our volunteer mentors, everyone was excited to see each other in person again and we reconnected like long-lost family!



**205**  
Students



**208**  
Volunteer Mentors





## STRENGTHENING FOUNDATIONS WITH LIT 3M

LIT 3M was conceived as a response to the alarming illiteracy rate that we noticed during our innovation lab. Teachers reported that many new students entering primary school struggled with recognising alphabets and even reading and writing in Bahasa Melayu. Consequently, many were placed in *kelas pemulihan* (remedial classes).

Together with the principal and teachers at a nearby primary school, we brainstormed ways to help those students **master key areas of literacy and numeracy concepts**. LIT 3M was the result of this discussion. It features **gamified approaches in teaching and learning**, incorporating elements such as singing, storytelling, station games, and fun themed lessons.

This short intensive programme was launched in June with **13 students**. The students enjoyed themselves, demonstrating progress and good attendance throughout. At the end of the 10 sessions, there were marked improvements in literacy for most of them, though numeracy was still a struggle because of insufficient time.

Moving forward, we will be increasing the number of sessions for LIT 3M to ensure better outcomes.

When saying goodbye to our students, one of them replied,

“Kita jumpa lagi ya, Cikgu, nanti I datang hari-hari tau!”

# OUR 3 As

We look at **Attendance, Attainment, and Attitude** when assessing the impact of our Community Learning Programmes.

## ATTENDANCE

The students **maintained a high attendance** rate throughout the year, with **100% of children in LIT Mathematics attending at least 70% of sessions in 2023**. The overall attendance rate was higher than the online sessions in 2022, indicating a preference for attending sessions in-person.

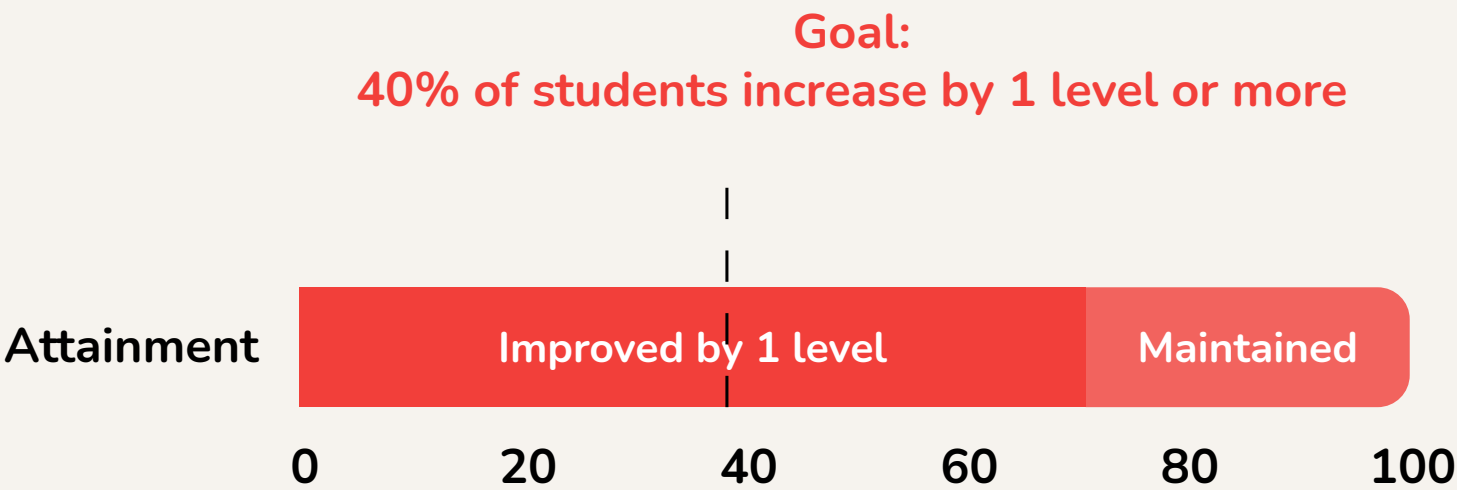
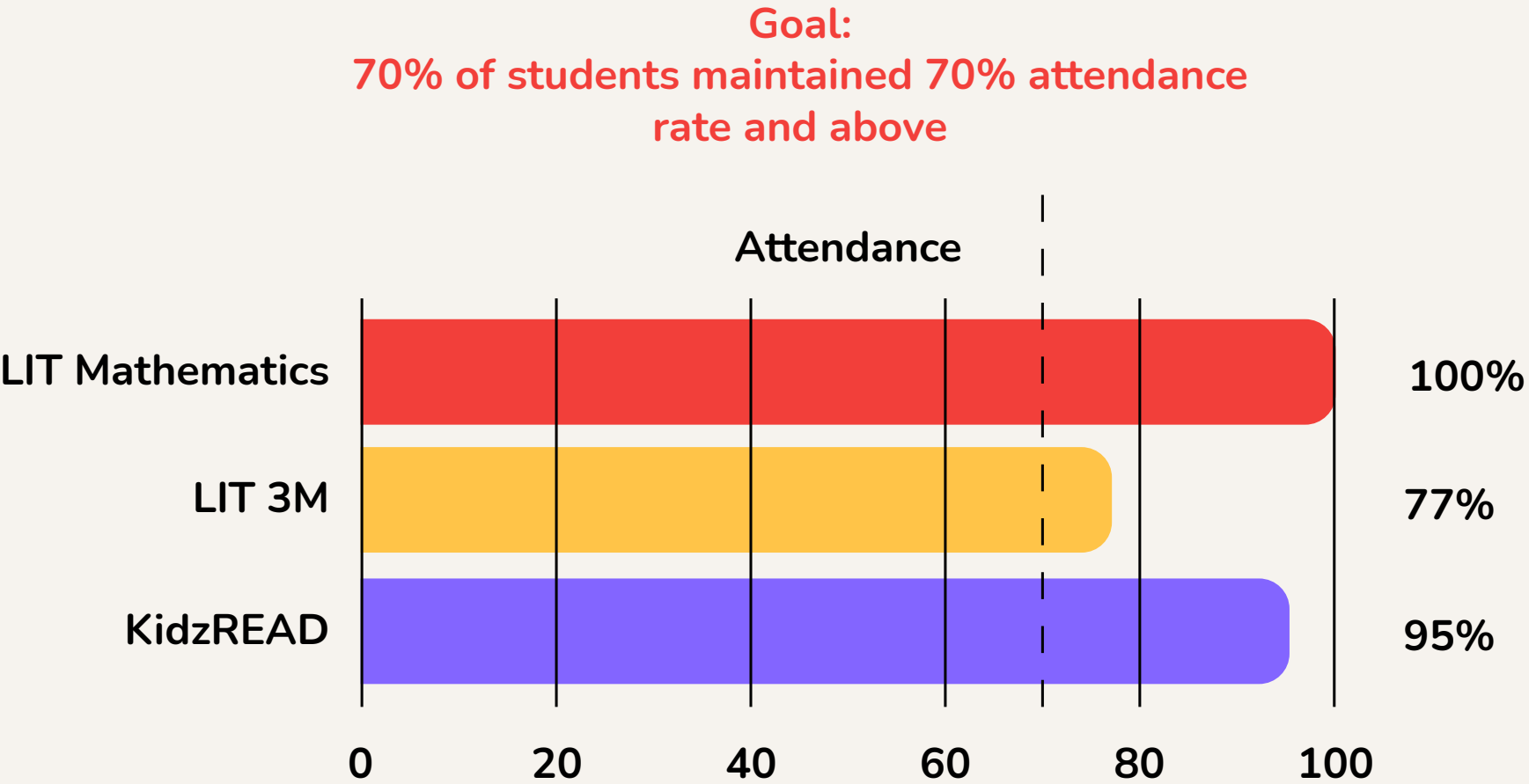
A high attendance rate is important as we believe that students will improve with enough time to engage with the learning materials. Consistency is key in the retainment of knowledge.

## ATTAINMENT

### LIT Mathematics

After 30 sessions, **71% of students improved by 1 level or more**. This was an increase compared to 2022.

We observed that students demonstrated better engagement in in-person sessions and formed a deeper connection to their mentors. Mentors also found it easier to explain mathematical concepts and students were able to grasp the explanations faster. Multiplication remained a challenge for our students and we aim to address this area of weakness moving forward.





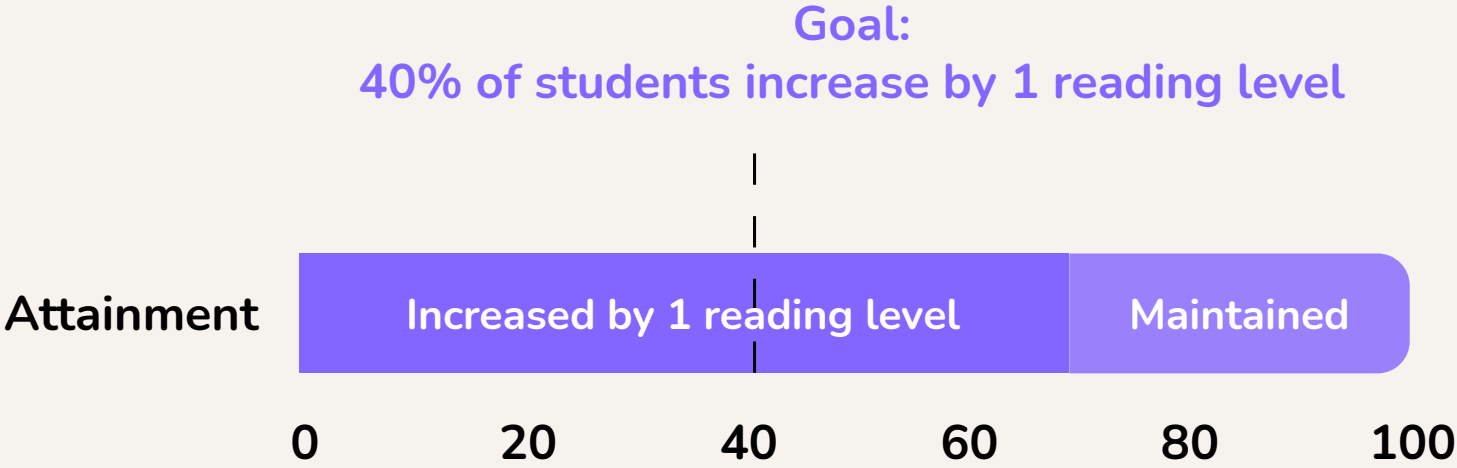
**KidzREAD**

After 40 sessions of KidzREAD, **69% of students saw an increase** of at least 1 reading level by the end of the year.

This year, we **adopted MYReaders Literacy Toolkit** for KidzREAD at PPR Sri Pantai to **augment our current curriculum**. The reading toolkit consists of localised Malaysian content with a **focus on phonics**, which nicely supplements our current use of **Ladybird’s Key Words with Peter and Jane series**, which **emphasises on comprehension and writing**.

We are happy to report that a total of **9 students graduated** from KidzREAD at the end of 2023!

Due to the positive effects seen in our students and feedback from our volunteer mentors, we have decided to integrate materials from both KidzREAD and MYReaders Literacy Toolkit to ensure a more comprehensive syllabus for our students.



## ATTITUDE

### Family Transformation

Faris\*, a reserved and withdrawn boy, struggled in school. He was left behind among his peers and had low self-esteem. During pre-assessments for LIT 3M, he cried because he didn't know how to answer the questions.

As he continued attending LIT 3M, he started **recognising alphabets and numbers**. The gamified lessons and supportive mentors made learning enjoyable. On top of that, his school teachers noticed that Faris was more **positive and confident** when **interacting with his friends**. His mother shared that Faris even started to teach his younger siblings to read!

Moved by her son's transformation, Faris' mother wanted to do more for her children and attended our parental involvement workshop. She applied what she learned and saw a difference in how her children responded to her. Instead of raising her voice, Faris' mother started using **encouraging words** and being more **empathetic** towards them. She also spends more time reading and playing with her children at home, especially with Faris often asking her to read with him!

Inspired, she urged GG to do more programmes like this so that more families can be impacted.

From struggling with basic literacy to teaching his younger siblings how to read, Faris' story is a good reminder of **how powerful education is**. With just a bit of support, we can see not only the lives of children change, but even their own family members.

\*Name has been changed to protect the anonymity of our children.





# COLLABORATION NETWORK

Collaboration Network is a platform that aims to collaborate with other like-minded individuals, people groups and organisations to work towards improving English literacy and numeracy for vulnerable communities using resources from our Community Learning Programmes.

Going into the second year of Collaboration Network, **4 organisations** and **1 public school** played an active part in this network. GG supported their efforts in running **KidzREAD** and **LIT Mathematics** in their respective communities and schools by sharing educational material, resources, and know-how.

We are happy that Collaboration Network has been able to **support other organisations in tackling literacy issues in their communities** around **Malaysia**, and even in **Indonesia**!

## OUR COLLABORATORS IN 2023



Asian Youth Ambassadors, Selangor



AgapeCARE, Melaka



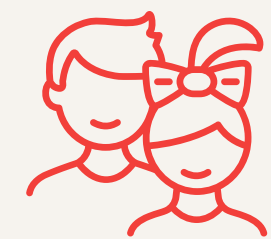
Yayasan Bina Berdaya Bangsa, Jakarta, Indonesia



Outpost Uniform, Kuala Lumpur



1 primary school in Sabah



91 students





# Outpost

u n i f o r m

## BEING A NUMERACY OUTPOST FOR THE COMMUNITY

The journey of collaborating with **Outpost Uniform** was nothing short of inspiring for us. We first approached Outpost Uniform for uniforms for school children back in 2015. After a few years of working with GG, Colin, the founder, was inspired to do more to give back to the community.

In 2018, Colin and his team volunteered as Mentors for LIT Mathematics. The experience challenged them to explore opportunities to impact the lives of children near their office. Together, we identified a Projek Perumahan Rakyat (PPR) community a stone's throw away from their office. The following year, **LIT Mathematics began in PPR Pudu Ulu with funding from Outpost Uniform**. It started with **21 students** and a team of **volunteer mentors** comprising of **Colin and his team at Outpost Uniform**.

2023 marked a huge turning point in our partnership. The roles were reversed, and **Outpost Uniform adopted LIT Mathematics in Pudu Ulu** as the Service Provider while GG stepped back to play a supporting role instead. **Outpost Uniform became part of GG's Collaboration Network**. After a successful year of running LIT Mathematics on their own, Outpost Uniform's presence in PPR Pudu Ulu deepens and continues.

A simple business connection in 2015 turned into something truly special over the years. From a **vendor to a changemaker**, this is a story of how a **shared vision** and compassion for the underserved can create a **lasting impact**.





2 ZERO HUNGER



# THE BIG PURSUIT TO IMPROVE NUTRITION

- SUPER SARAPAN
- PROJEK MAKAN SIHAT

**Perak**  
Super Sarapan  
32 Students  
1 School

**Klang Valley**  
Super Sarapan  
834 Students  
20 Schools

**Projek Makan Sihat**  
422 Children  
269 Families

**Sarawak**  
Super Sarapan  
166 Students  
4 Schools

**Sabah**  
Super Sarapan  
86 Students  
2 Schools

# THE BIG PURSUIT... ...TO IMPROVE NUTRITION

## SUPER SARAPAN

A school feeding programme that aims to reduce hunger and food insecurity at schools through the provision of meals.

## The Sarapan Story

Super Sarapan started in 2014 when we noticed a group of students sharing a bun in a corner of a school canteen because that was all they could afford. Since then, we have been on a mission to ensure that no student goes hungry at school.

In 2023, RM817,890 was invested into feeding **1,118 students** from **27 schools**. This was possible thanks to our generous donors and corporate partners! Super Sarapan is also a partnership that involves the cooperation of **school administrations, teachers, canteen operators, and like-minded partners**.

To us, Super Sarapan is more than a feeding programme. We encourage students to maintain a healthy attendance in school and give their best efforts because an entire village believes in them and their future.

## HIGHLIGHTS



Increased meal allocation from RM4 to RM5 for secondary schools in response to higher cost of living



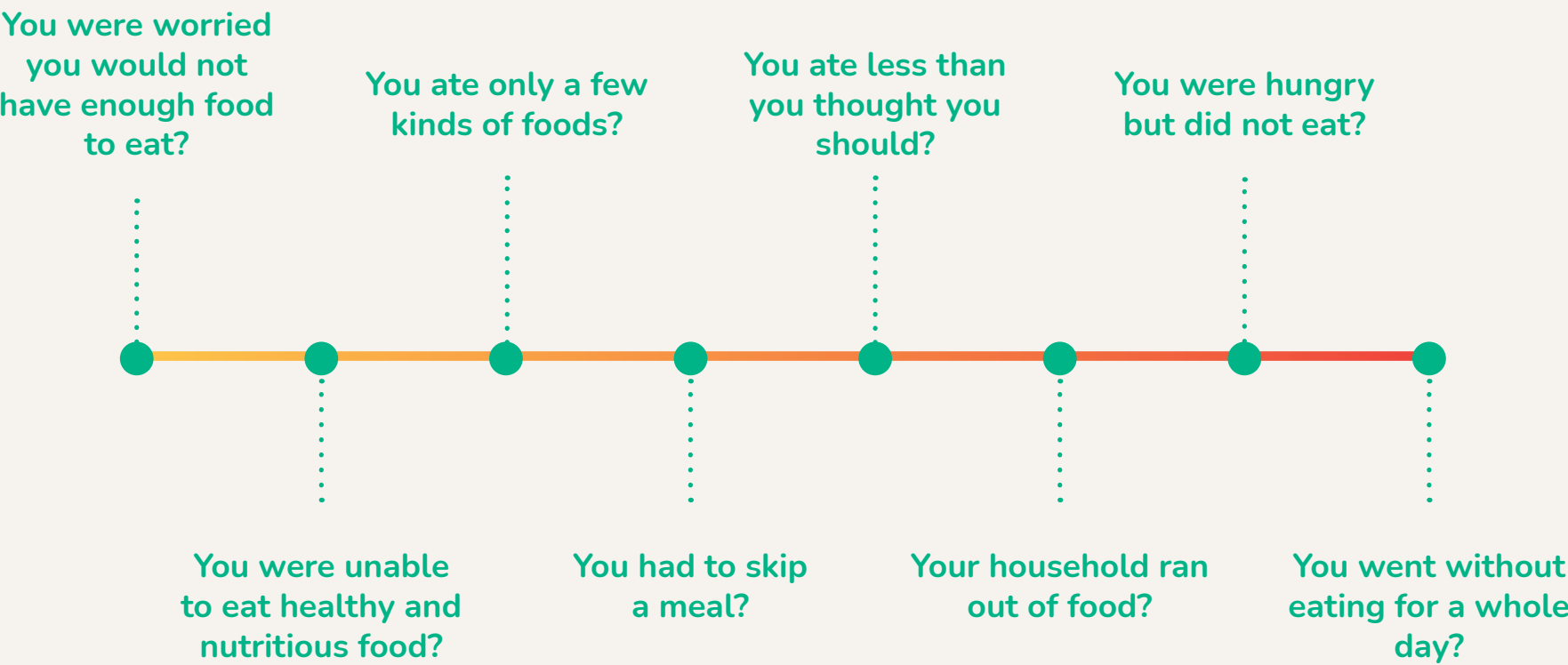
9 corporate partners funded SS in 2023, with BE International sponsoring 6 schools!

**170,481**  
**meals**  
amounting to  
**RM817,890**



# How Does Providing a Meal a Day Help?

## The Food Insecurity Experience Survey (FIES)



This year, we embarked on a mammoth survey across all our Super Sarapan schools to understand the lived experiences of Super Sarapan students and the extent of their food insecurity. To do this, we implemented the Food Insecurity Experience Survey (FIES).

Food insecurity in a student’s daily life can manifest in various ways. It might mean skipping meals regularly, relying on low-cost, low-nutrient foods, or going hungry altogether. In severe cases, students may not have enough food to sustain them throughout the day, leading to fatigue, difficulty concentrating in class, and even health issues.

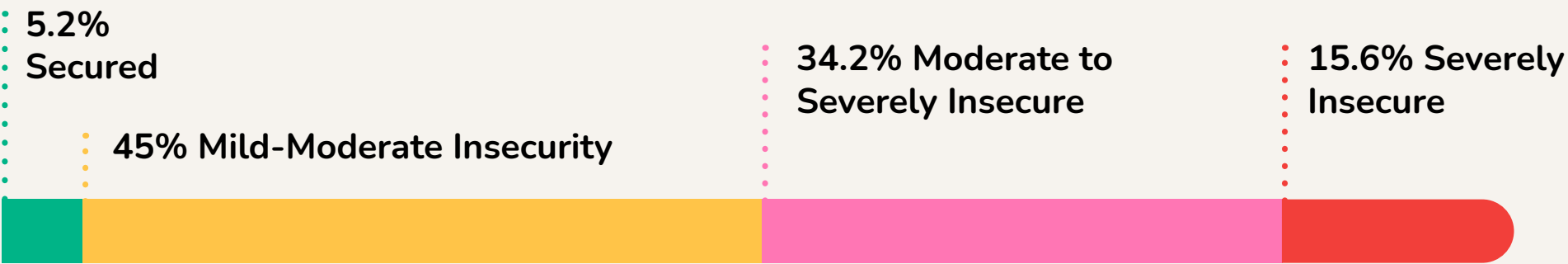


**What is FIES?**  
Developed by the UN, this metric utilises responses to 8 questions to assess the prevalence of food insecurity across various severity levels.





# Our Findings

## Start of Super Sarapan



## After 5 months



-  **Secure**
-  **Mild-Moderate**  
Uncertainty regarding ability to obtain food
-  **Moderate-Severe**  
Compromising on food quality & variety. Reducing food, skipping meals.
-  **Severe**  
No food for a day or more

- **95%** of students faced varying degrees of food insecurity.
- **After 5 months**, the number of students experiencing food insecurity decreased to **79%**.

Knowing that there are pockets of students who are severely food insecure worries us, as it hints towards a deeper issue that Super Sarapan alone may not be able to resolve.

However, for those facing severe food insecurity, **it may be their only meal for the day**. FIES revealed to us that Super Sarapan is targetting the correct group of students.







## How Else Has Sarapan Helped Students?

Aside from the findings related to food insecurity, students also experienced other benefits.

- Super Sarapan was **indirectly helping the students' family members**. Some students said they could return their pocket money so their parents could eat too.

**"Ibu, guna duit ini untuk makan ya."**

- Students enjoyed a balanced meal with more variety and they look forward to eating with their friends.

**"Kat sekolah, saya dapat makan ayam. Kat rumah jarang ada."**

## What Does Super Sarapan Mean to Our Students?

Rizal\* told us that before he joined Super Sarapan, his friends often shared their food with him, knowing that he had nothing to eat. He was grateful but he eventually **felt like a burden** and started **rejecting their invitation to eat together** during recess with excuses.

One day while practicing sports after school, he vomited out of hunger after not eating since the day before. His friends were concerned but **he pretended that he was just unwell**.

With a consistent meal through Super Sarapan, Rizal is now able to eat with his friends and nourish his body for the day.

**"Super Sarapan bagi saya harapan dalam kehidupan saya. Terima kasih."**

\*Name has been changed to protect the anonymity of our children.



## It Takes a Village

We enjoyed visiting the Super Sarapan Schools we support near our office in Miri as it is a practical and compassionate way to support the underserved students, from aspects of their development, education, and well-being. Being able to witness the impact of the programme gives us a sense of satisfaction.

**Communications Department,  
SapuraOMV Upstream (Sarawak) Inc.**

I personally want to go all-out for them. I also come up with the menu list to lighten the burden of the canteen operator so I can also ensure the students have balanced meals with fruits.

**Cikgu Chong,  
Super Sarapan Teacher**

When the students smile and happily take the food, it brightens my day. My perspective changed after seeing students who need help.

**Siti\*,  
Super Sarapan Student  
Leader**

\*Name has been changed to protect the anonymity of our children.

Seronok. Walaupun sibuk, yang penting, saya nak budak makan. Rasa kesian kerana saya tak tau kalau mereka ada makan kat rumah.

**Puan Norlizah,  
Canteen Operator**



# TODDLER NUTRITION

## - PROJEK MAKAN SIHAT

A nutrition intervention programme that aims to improve the nutrition and health of children below 3 years old suffering from the triple burden of malnutrition (undernutrition, hidden hunger, and micronutrient deficiency). This is done through the provision of nutrition education and nutritious food.



2023 was the final year of Projek Makan Sihat under Yayasan Hasanah's Hasanah Special Grant 2022. This was a two-year project in partnership with GG, Universiti Malaya (UM), and Klinik Kesihatan Kelana Jaya (KKKJ). This nutrition intervention programme also served as a study on the effects of nutritional intervention on toddler growth.

With the project coming to a close, we are excited to share the impact of Projek Makan Sihat and how we will move forward from here.



422 children from 327 families participated across 2 years



9,575 fresh grocery boxes were distributed

### What Projek Makan Sihat Provided...

- Bi-weekly fresh grocery boxes for families
- Nutrition education
- Nutrition and medical consultations
- Height, weight, and blood iron monitoring for children
- Home visitations for targeted families
- Support group for parents



## PROGRAMME IMPACT

- Observed Reduction in Malnutrition
- Mitigated Decrease in Growth Trajectories
- Improved Dietary Habits





# OBSERVED REDUCTION IN MALNUTRITION

A child is considered **malnourished** when **insufficient food intake affects their height and weight. 33%** of the children assessed in PMS were **found to be malnourished**. At the end of the project, that number was reduced to **31.1%**.

Interestingly, the **reduction** came from **children under the wasting, stunting, and underweight categories**, going from **20.6% to 18.6%**.

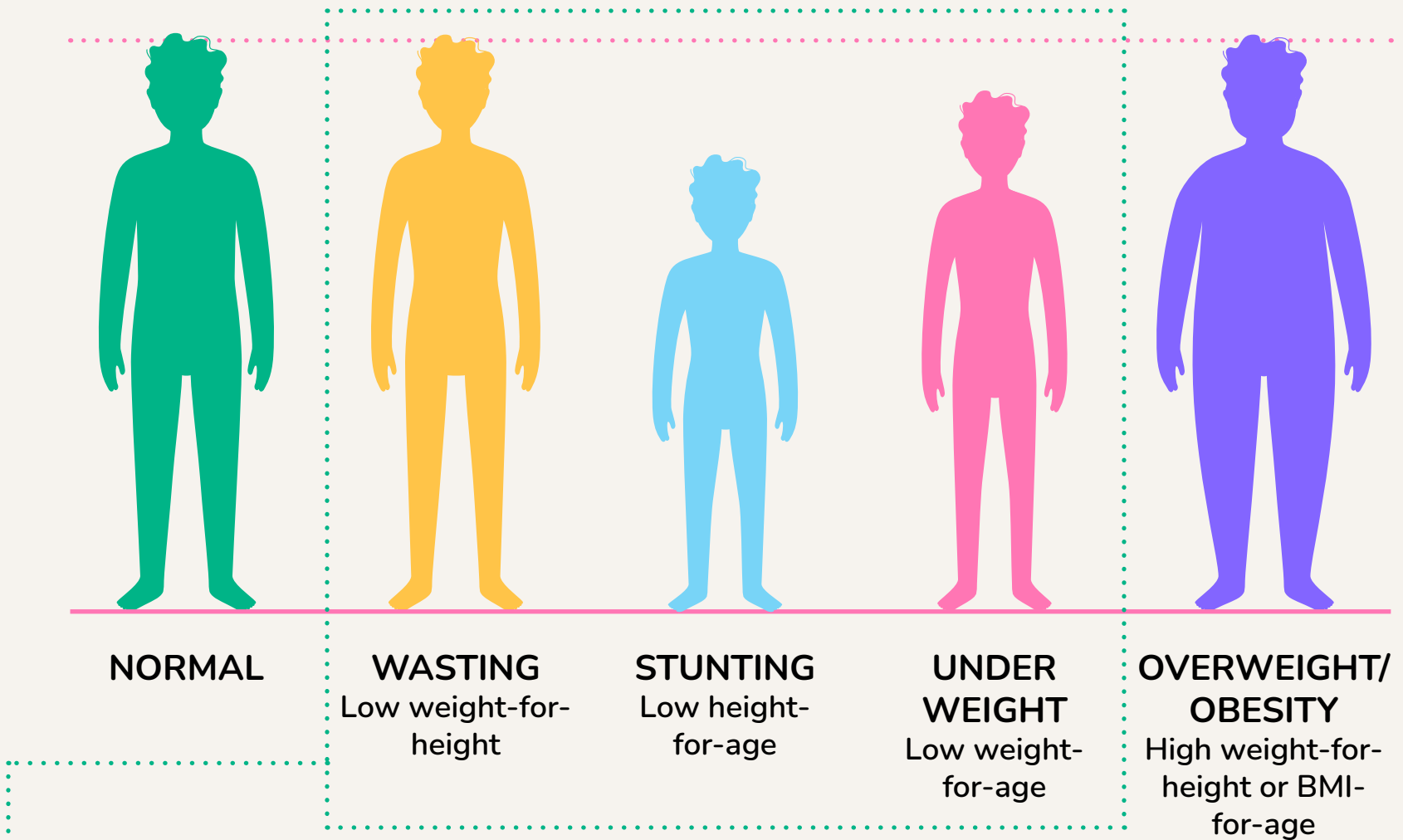
There were no changes in children who were overweight or obese. These children were born heavy and their parents themselves had a higher BMI, suggesting possible underlying health issues that made the intervention less effective.

Efforts to significantly improve chronic malnutrition indicators is an ongoing challenge worldwide. We will continue adapting our approach to tackle malnutrition as more research evidence becomes available.

We are nonetheless encouraged by these results and are pleased to see that malnutrition did not worsen among our children during this period, which we believe would have occurred without this program.

\*Results have been simplified for the purpose of this annual report. Detailed analysis and reporting of measurements were conducted in consultation with our research partners.

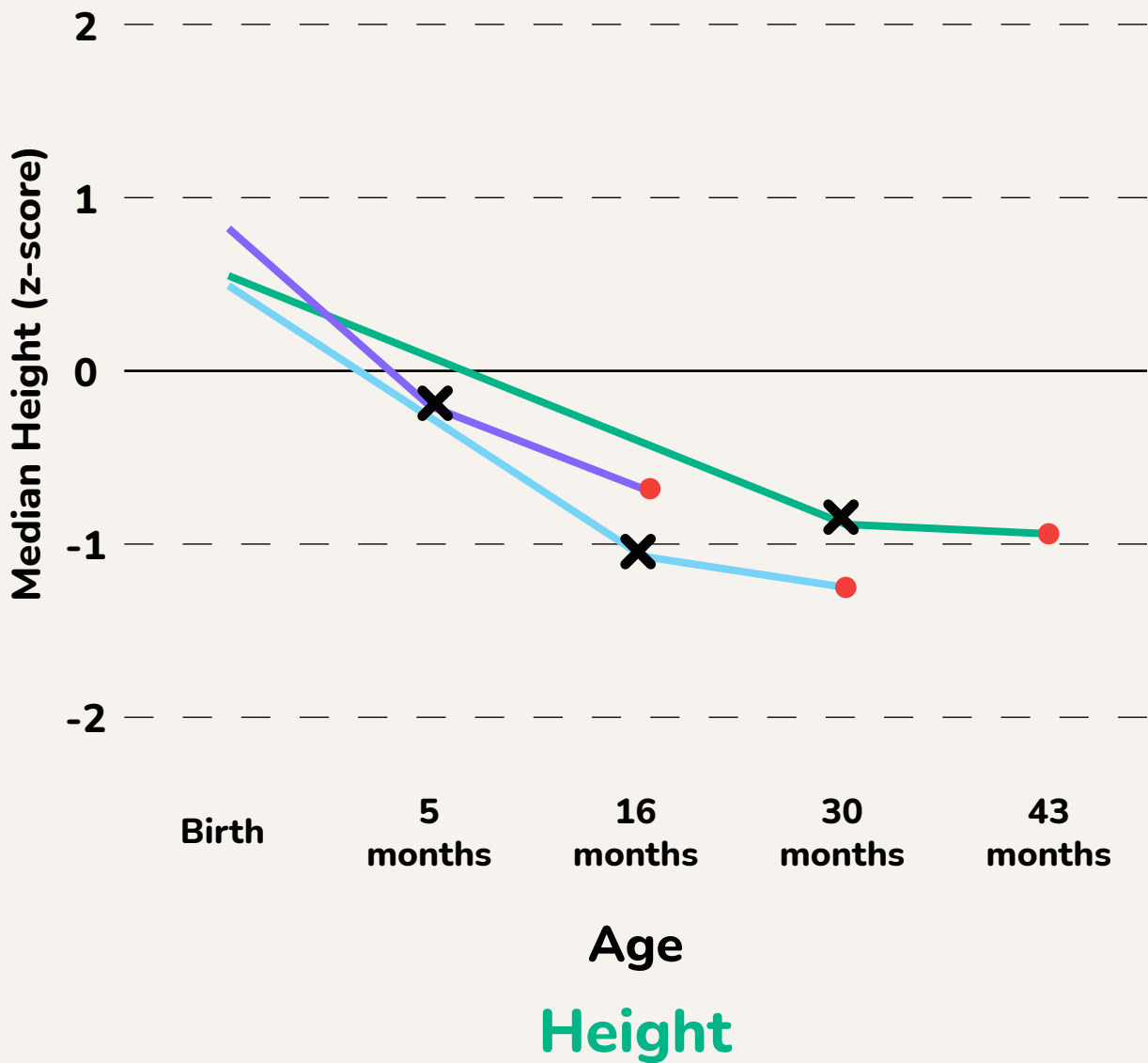
# TYPES OF MALNUTRITION



Categories	OBSERVED REDUCTION IN MALNUTRITION	
	1st reading (Pre-test)	2nd reading (Post-test)
Wasting, stunting, and underweight	20.6%	18.6% ↓
Overweight/Obesity	12.4%	12.4%
Overall Result	33.0%	31.1% ↓

# MITIGATED DECREASE IN GROWTH TRAJECTORIES

When observing the children’s height, we found that they **initially had good birth length**, but their height trajectories **declined after birth**. Upon **enrolment into PMS**, this **decline slowed down**, a crucial indicator that we slowed or even halted the progression of these children into malnourishment. This pattern applies to all 3 age groups of children in the chart below.



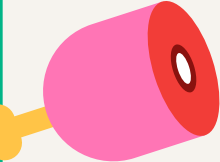









For weight, the **decrease in growth trajectory was apparent** in the **older children**, but it was **less noticeable** in the 2 younger age groups. There was a more obvious fluctuation in weight among the children, as being this young, they were more susceptible to illnesses like diarrhoea that caused them to shed weight rapidly.



\*Results have been simplified for the purpose of this annual report. Detailed analysis and reporting of measurements were conducted in consultation with our research partners.



Food Categories	% of children consuming these foods	
	At enrolment	End of PMS
 Eggs	53%	77% 
 Organ Proteins	9%	55% 
 Green Vegetables & Fruits	73%	90% 
 Sugary Food	52%	26% 
 Sugary Drinks	38%	19% 

## IMPROVED DIETARY HABITS

Using the 24-hour Dietary Recall (24HR) method, we compared the change in dietary habits of children when they first joined PMS and at the end of the project.

The results were encouraging! More children were consuming **organ proteins, eggs, green vegetables and fruits**. There were also significantly fewer children consuming **sugary food (52% → 26%)** and **sugary drinks (38% → 19%)**, an almost twofold reduction.

Parents attributed the regular provision of fresh groceries and nutritional education as huge factors in diversifying their children's dietary habits.

This change was especially significant because it meant children were getting adequate nutrition by consuming healthy food, instead of relying on overconsumption of milk and ultra-processed food. It also meant that they were **taught the right dietary habits** and thus **formed preferences for nutritious food at an early age**, which we hope they will carry into adulthood.

Yay, less sugary food and drinks!

## WHAT DID OUR PARENTS SAY?

Top 3 most helpful programme elements:



Food Box



Support  
Group



Medical  
Consultations

## WHAT HAPPENS NOW?

The project's positive results indicate that our nutritional intervention is on the right path, suggesting the **need for early intervention for better outcomes**. Despite its benefits, this intervention faces limitations, as families and children still struggle with poverty-related issues like food insecurity, limited healthcare access, and a lack of stimulating environments, all of which impact child development.

While nutritional efforts have shown progress, tackling systemic challenges is crucial to close the gap in nutrition and education, especially during the first 1,000 days of a child's life. Moving forward, **Projek Makan Sihat will evolve** to offer a **more integrated Early Childhood Development programme**.





## A MOTHER'S ENCOURAGEMENT

After participating in **PMS**, Izzati\* noticed a significant difference between her younger child, who enrolled in PMS, and her first child, who was not part of it. Aside from **better physical growth**, her younger child also showed **better temperament** and was **a faster learner**.

Before the programme, the challenging situation of her first child's growth issues and picky eating left her helpless and concerned for her younger child. She did not want her younger child to face the same issues.

Through PMS, the valuable insights Izzati learnt empowered her to **actively change her children's eating habits** and **cultivate a palate for fresh and nutritious food**. Gradually, she noticed that her younger child started **choosing vegetables and fruits** - a stark contrast to her first child who would often prefer processed foods like sausages and instant noodles.

What encouraged her even more was the **vital support network she found** through the **PMS support group**. she found other parents who supported her, and she, in turn, supported others by sharing her learnings, recipes, and feeding strategies to encourage the other parents to press on.

\*Name has been changed to protect the anonymity of our beneficiaries







# SAFEGUARDING TOMORROW'S WONDERS

- VIA GG PLAYGROUP
- VIA PARENTAL INVOLVEMENT
- VIA YOUTH DEVELOPMENT



“ How can we enhance the impact towards our beneficiaries? ”

Through the findings from our innovation lab, we identified the following few key areas we wanted to explore to serve our beneficiaries better.

## TOMORROW'S WONDERS VIA GG PLAYGROUP

Based on [Izzati's experiences](#) and global studies, we knew that providing nutrition alone was not enough to guide parents to see holistic growth in their children. Children also need a **stimulating home environment** for their brain development. **GG Playgroup** was introduced to **promote quality interactions** between parents and children through **educational parent-child play activities**.

Aside from teaching parents about their children's developmental milestones and ways to play meaningfully at home, GG Playgroup also provided **a space for parents to play with their children** under the guidance of GG's team. Each session zoomed in on different thematic sensory play and an experience with educational toys provided by Play Unlimited.

We conducted **5 pilot sessions** in total with **26 families** involved.



## ENCOURAGING IMPROVEMENTS

Parents reported **improved parent-child interactions**

- **76%** of parents **spent more time playing with their children** at home.
- **65%** of parents **spent more time intentionally talking to their children** and communicated differently with them.
- **76%** of parents successfully **decreased the hours of screen time** their children spent **on devices** daily.
- **47%** of parents spent more time **reading to their children** at home.

All parents agreed that they had a better understanding and perception of their children. They also noticed their children's vocabulary (colours, animals, shapes etc) grew, they listen to instructions better, and other improvements!

## THE NEXT EVOLUTION



With the success of the GG Playgroup and positive feedback from parents, we will be incorporating both GG Playgroup and Projek Makan Sihat elements into one holistic Early Childhood Development programme, named Munch and Move.

Munch and Move will be focusing on ensuring children achieve age-appropriate developmental milestones and parents receive the support they need in the areas of nutrition and responsive parenting.

Saya happy sangat, sebab anak sendiri datang minta saya bacakan buku. Dia duduk lama juga semasa membaca. Syukurlah saya tak putus asa buat terbaik untuk anak.

Ashikin\*,  
mother of a  
3-year-old child

Berbanding dahulu, anak banyak bercakap dah. Cakap sampai mak pun penat.

Nury\*,  
mother of a  
2-year-old child

\*Names have been changed to protect the anonymity of our beneficiaries



# TOMORROW'S WONDERS

## VIA PARENTAL INVOLVEMENT

Drawing insights from academic literature, educators' feedback, and programme observations, we recognised that a child's development flourishes under the supportive involvement of engaged parents.

In response, we initiated opportunities for more parental participation in our programmes. Our objective was to equip caregivers with the resources, knowledge, and confidence required to steer their children towards educational and personal growth.

### THROUGH COMMUNITY LEARNING PROGRAMMES

1. **Persatuan Pengasuh Berdaftar Malaysia (PPBM)**, worked with GG to **provide essential insights and tips on child development to 29 parents**. Our goal was to highlight the crucial role parents play in their children's education.
2. For KidzREAD, we tested the water by **inviting parents to join our year-end celebration with their children**. They had the opportunity to meet and talk to the volunteer mentors who mentored their children throughout the year. The updates on the children's progress were well-received by the parents, who expressed a sense of inclusivity and appreciation for the engagement.





## THROUGH PROJEK MAKAN SIHAT AND GG PLAYGROUP

Parental Involvement was a key strategy in the design of Projek Makan Sihat and GG Playgroup. The focus of these programmes was to support and equip parents in the areas of nutrition and responsive parenting.

The enthusiastic feedback from parents and **their keenness to increase their involvement in their children's education has strengthened our commitment to engaging parents across GG programmes in the future.**





# TOMORROW'S WONDERS VIA YOUTH DEVELOPMENT

Youth-centered programmes have always been a huge part of GG's work, but when the pandemic hit, we had to put them on pause. Wanting to understand our youths better in a post-pandemic landscape, we conducted interviews and focus groups in schools and communities we serve to hear from them.

## What are our youths today concerned about?

**Mental health** emerged as a prevalent topic of concern. The youths were either speaking out of their own experiences or what they observed in their friends and family around them. Specific concerns included **challenges related to self-esteem, anxiety, and depression**.

## Providing a safe space via Kelab Gemilang

With the findings and insights gained, we designed a youth programme that aims to foster a sense of belonging among youths and provide them a safe space to hang out.

This programme, called **Kelab Gemilang**, is a **12-week mentorship programme** that aims to **build self-esteem** and **purpose among youths**, encouraging them to contribute back to their community. We will be inviting volunteers to mentor the youths and be their *abang* and *kakak* by lending them a listening ear, guiding them, and cheering them on.

Stay tuned for more updates in the future as we launch Kelab Gemilang in 2024.







# BEHIND THE SCENES

- OUR VOLUNTEERS
- OUR PARTNERS & ENABLERS
- OUR ORGANISATION





# OUR VOLUNTEERS

2023 marked the end of online sessions as GG transitioned all of our programmes back on-ground. We said “See you again” to volunteers who joined us online from abroad during many of the lockdowns and began welcoming new and returning volunteers who joined us on-ground, on-site, and in-person.

Doubling our recruitment efforts, we saw an encouraging sign-up of **252 new volunteers!** This was despite the severe shortage of volunteers at the start of the year, especially for our Community Learning Programmes.

Volunteers are an indispensable part of GG’s work. From mentoring a child for a few hours every weekend, facilitating programmes, photographing moments, to keying in impact data at our office, each of our volunteers are gems we treasure! Through them, lives and communities are transformed!



**315**

Active Volunteers



**3,903**

Volunteering Hours





# FROM MENTEE TO MENTOR

9-year-old Aina\* started off as a KidzREAD student in February 2022. Initially, she was reserved and was often too shy to respond to her mentors during the online sessions. Nonetheless, Aina was very hardworking, often doing additional pages on her own initiative. By July 2022, she actively participated in KidzREAD and even **expressed her interest in mentoring** younger students.

With her parents' blessing, she received training to become a KidzREAD junior mentor in 2023. She taught English phonics to 7 to 8-year-old students with the supervision of an adult volunteer. In just 6 months, her confidence grew and it spilled into her personal life. Her mother happily shared how she **gave a speech entirely in English** when addressing guests at her birthday party!

Aina's transformation **from a shy child** into the **confident person** she is today is the fruit of our volunteers' ceaseless commitment in mentoring and inspiring our students! **Lives transformed** goes beyond academic success. **Love propels** our next generation to believe and make steps towards a brighter future for themselves and their families.

\*Name has been changed to protect the anonymity of our children.





## WORDS FROM OUR VOLUNTEERS

Having been both a participant and a volunteer since 2009, this is a journey I would repeat given the chance. I have come to know wonderful people with a burning passion to aid and transform communities through service carried out with sincere and loving hearts. **Spending time with the students** opened my eyes to the educational situation in the country and **inspired me** to strongly consider a career in education.

Nicholas,  
Volunteer for LIT Mathematics

Engaging with the community provided me with a fresh perspective and heightened awareness of the realities on the ground. As someone who values academics, this experience motivates me to further **dedicate myself to serving the community** and instilling in children the significance of education.

Haiza Maisarah,  
Volunteer for KidzREAD

I learnt **the power of using simple toys** and items to educate the children on being healthier. It doesn't take much money, it takes **time and effort to sow into their lives**.

Cassandra,  
Volunteer for Projek Makan Sihat





# OUR PARTNERS & CONTRIBUTORS

THANK YOU





# OUR PARTNERS & CONTRIBUTORS

THANK YOU



SPIN





# OUR ORGANISATION

## CONTRACT WORKERS FILLING IN THE GAPS

In 2023, the gaps in manpower continued to grow, especially with our programmes expanding, and more long-time staff members moved on to new things.

Our strategy in 2022 to fill those gaps with skilled contract workers continued into 2023. Aside from growing a bigger pool of volunteers in 2023, we also managed to achieve all that we set out to do in 2023 with this amazing team of contract workers and interns!



**4 medical students** came on board as research assistants for Projek Makan Sihat.



**11 beneficiaries** of Projek Makan Sihat became **Community Health Leaders**, doing house visits to help other families improve their child's nutrition.



**6 contract workers** and **2 interns** joined various departments to support various projects.





## WORDS FROM OUR CONTRACT WORKERS

I love the **flexibility** that comes with contract work, which allows me to **be present during my child's foundational years** and still have **a fulfilling professional life**.

Charlene,  
People Operations

My internship experience has been **rewarding** and **wholesome**. Being in the community stirred my heart to **be more receptive to people around me**, and experiencing the corporate side of GG was also a **great learning curve** for me to learn how to operate in an office.

Olivia,  
Partnerships Intern



Amat seronok **dapat kembangkan kebolehan diri**. Sebelum ini, saya jarang join aktiviti-aktiviti di komuniti. Semasa buat lawatan keluarga, bolehlah saya juga dapat ilmu. **Sambil kerja, sambil belajar**. Saya teruja sangat untuk turun padang buat lawatan. Saya tengokkan anak-anak keluarga, berat juga ada peningkatan. Jadilah sangat happy! Terima kasih atas peluang yang diberikan.

Rani,  
Community Health Leader (CHL)



# AN A+ IN TRANSPARENCY



Our commitment to social impact and transparency was recognised with an A+ rating (score of 100%) in the [Foundations Transparency Score Report](#) by Wiki Impact. It was a proud moment for GG and we are thrilled to be able to set the standard for transparency in the non-profit space!

# A GOOD END TO A ROUGH FINANCIAL START

We started 2023 in the red with our funds looking rather low. We had to take a few measures to **limit our risks** and ensure GG can continue to operate.

The measures we took include **putting a pause on** some of our **operational spending**, **running a few targeted fundraising campaigns**, and **suspending our hiring efforts early in the year**. Most importantly, we **ensured** that our **cost-cutting measures did not impact the quality of our services** to our beneficiaries.

As the year progressed, donation slowly picked up and with overwhelming support from our donors and corporate partners, we were able to **end the year strong**. Our financial report will give a more detailed look at how GG fared financially in 2023.

A screenshot of the Wiki Impact website. The header is dark blue with the Wiki Impact logo, a search bar, and navigation links: About, Stories, Data, Jobs, News, Events, Advertise, Sign in or Register, and Add a listing. The main content area is white. The headline reads '32 foundations with high transparency scores in Malaysia'. Below this, a paragraph explains that foundations with a minimum A-rating (75% and above) are included, and they provide publicly available information about their programs, finances, trustees, and board members. Two columns of data are presented. The first column, titled '100%', lists six foundations, with 'Yayasan Generasi Gemilang' circled in orange. The second column, titled '85%', lists five foundations.

100%	85%
• World Wide Fund For Nature, Malaysia	• Arba International Waqf (I) Foundation
• Yayasan Bank Rakyat	• Amma Foundation
• Yayasan Basmi Kemiskinan (Selangor Darul Ehsan)	• Dignity For Children Foundation
• TFM Foundation	• Yayasan Global Ehsan Malaysia
• <b>Yayasan Generasi Gemilang</b>	• Yayasan Hasanah
• Yayasan Johor Corporation	• Yayasan Kebajikan Anak-Anak Yatim Malaysia
• Yayasan Sime Darby	• Yayasan Sejahtera





# THE BIG PURSUIT CONTINUES

2023 was a memorable year as we reached new heights with our reach and impact, while evolving our programmes and services to include parental involvement.

Our pilot GG Playgroup was successful and will be incorporated into Munch & Move in 2024. We introduced LIT 3M to help tackle more fundamental literacy and numeracy issues among our students.

For Super Sarapan, the FIES survey revealed that we are targeting the right students who are food insecure. We also laid down the groundwork to introduce Kelab Gemilang, our new youth programme, in the following year.

Despite challenges involving manpower and finances, we stayed the course and continued our **big pursuit of lives transformed**. Onwards to 2024!







# FINANCIAL REPORT 2023

- GOVERNANCE & ACCOUNTABILITY
- FINANCIAL HIGHLIGHTS
- FINANCIAL OVERVIEW
- FINANCIAL STATEMENTS







## GOVERNANCE & ACCOUNTABILITY

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

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

- 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 2023, 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](http://www.gengemilang.org).
- 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.
- We consistently conduct management reviews 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 2023

## 2023 FINANCIAL PERFORMANCE IN A NUTSHELL

We started the year prepared for shifts in our funding and expenditure. Here are notable highlights for the year.

### 1. Termination of a long-term partnership

GG's collaboration with Prudential Assurance Malaysia Berhad (PAMB) concluded in July 2022, marking the end of an amazing 9 years together. The termination meant an expected decrease in funding and expenditure in 2023 because services provided under this collaboration would completely cease.

Funding in the form of Programme Contributions GG had received previously for PRUKasih distributorship services would be entirely removed in 2023, rendering Programme Contributions as a very small portion of our total funding source for the foreseeable future.

Expenditure on value-based learning initiatives such as financial literacy and PRUKasih would also be nil in 2023.

As this collaboration drew to a close, GG successfully managed to mitigate the financial impact on our overall income and spending. We are incredibly proud of our achievements during this partnership, showcasing how collaborations can significantly benefit multiple community sectors. Read more about this partnership in our [2022 Annual Report](#).







# FINANCIAL HIGHLIGHTS 2023

## 2. Surplus

In line with the growing trend since receiving tax-exemption status in 2020, GG has continued to see growth in donations received. Despite a reduction in Programme Contributions, donations have increased by RM109,450 compared to 2022, resulting in a surplus of RM161,186 for the financial year.

## 3. Increased spending on different areas of Charitable Activities

Despite the anticipated decrease arising from **1. Termination of a long-term partnership**, GG successfully increased spending in other areas of our mission. In 2023, we expanded our services and consequently, spending primarily on the following:

- Increasing the number of students and quality of food provided under the Super Sarapan programme;
- Introducing early childhood development concepts and play support to parents with young children under our Early Childhood initiatives;
- Celebrating the successful community exit in Taman Prima Selayang.

With this, we have been able to sustain the proportion of our spending on Charitable Activities at 79% in 2023 (2022: 81%) with a minimised decrease.

Despite these changes, we are grateful for the ongoing support from the general public which enables us to continue our work. We are excited for what the future holds as we embrace changes. We maintain a positive outlook in our organisation's financial position.



# FINANCIAL OVERVIEW 2023

## INCOME

	2023 (RM)	
<b>Donations</b>		
Individual Donations	1,636,016	46.4%
Foundations and other Organisations	1,271,183	36.1%
Corporate Donations	606,331	17.2%
<b>Other Operating Income</b>	9,503	0.3%
<b>Programme Contribution</b>	2,500	0.1%
<b>TOTAL INCOME</b>	<b>3,525,533</b>	

**DONATIONS** are funds donated to support GG’s mission and programmes, adhering to our Giving Policy (available on our website). They include general and restricted donations from individuals and non-government entities, such as corporations and non-profits. Restricted donations are recognised when their specific utilisation conditions are met.

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

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

Programme contributions have decreased substantially by 98% to RM2,500 (2022: RM127,155). The main reason for this decline is the conclusion of our PRUKasih Distributorship contract, which became effective in July 2022.



# FINANCIAL OVERVIEW 2023

## SPENDING BY FUNCTIONS

	2023 (RM)	
Charitable Activities	2,642,301	79%
Operating Expenses	440,780	13%
Stakeholders Relations Management	281,266	8%
<b>TOTAL SPENDING</b>	<b>3,364,347</b>	

**Expenditure on Charitable Activities** includes programme staff costs and programme material costs. Expenditure on charitable activities in 2023 has decreased by 6.8% to RM2,642,301 (2022: RM2,835,471), primarily attributed to staff movement and the discontinuation of programmes under the PAMB-GG partnership, which ended in 2022.

A further breakdown of charitable activities are as follows:

	2023 (RM)	
Education Accessibility	1,108,934	33%
Family Education & Empowerment	907,319	27%
Academic Learning & Enrichment	556,347	17%
Value Based Learning	69,701	2%
<b>TOTAL</b>	<b>2,642,301</b>	

**Operating Expenses** cover operational staff costs, premises and administrative expenses. Operating costs have decreased by 18.1% to RM440,780 (2022: RM538,401) primarily due to attrition of staff.

**Expenditure on Stakeholder Relations Management** covers programme staff costs and expenses incurred for communications and building stakeholder relationships. The cost of stakeholder relations management increased by 92.6% to RM281,266 (2022: RM146,054) reflecting our investment in expanding the team.



# FINANCIAL STATEMENTS

## STATEMENT OF COMPREHENSIVE INCOME

	1 JAN 2023 to 31 DEC 2023	1 JAN 2022 to 31 DEC 2022
<b>INCOME</b>		
Donations	3,513,530	3,404,080
Programme Contributions	2,500	127,155
Other Operating Income	9,503	6,691
<b>TOTAL INCOME</b>	<b>3,525,533</b>	<b>3,537,926</b>
<b>EXPENSES</b>		
Charitable activities	(2,642,301)	(2,853,471)
Stakeholders relations management	(281,266)	(146,054)
Operating expenses	(440,780)	(538,401)
<b>TOTAL EXPENSES</b>	<b>(3,364,347)</b>	<b>(3,537,926)</b>
Surplus before taxation *	161,186	-
Taxation	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL PERIOD</b>	<b>161,186</b>	<b>-</b>

\* This amount is tax exempted.



# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

	AS AT 31 DEC 2023 RM	AS AT 31 DEC 2022 RM
<b>ASSETS</b>		
<b>Non-current asset</b>		
Equipment	15,002	28,516
Right-of-use assets	254,125	176,479
	<u>269,127</u>	<u>204,995</u>
<b>Current assets</b>		
Donations receivable *	197,320	104,665
Other receivables	34,142	100,950
Fixed deposits with licensed banks	1,027,377	147,383
Cash and bank balances	1,307,244	1,378,645
	<u>2,566,083</u>	<u>1,731,643</u>
<b>Total Assets</b>	<b>2,835,210</b>	<b>1,936,638</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
Accumulated funds	420,040	258,854
<b>Non-current liabilities</b>		
Lease liabilities	202,458	120,526
<b>Current liabilities</b>		
Lease liabilities	68,388	73,830
Other payables	39,289	70,285
Deferred income	2,105,035	1,413,143
	<u>2,212,712</u>	<u>1,557,258</u>
<b>Total Equity and Liabilities</b>	<b>2,835,210</b>	<b>1,936,638</b>

\* The amount of RM197,320 (2022: RM104,665) was expected to be received as part of a total contribution for a specific ongoing programme.



