

Persatuan Kebajikan Generasi Gemilang  
Kuala Lumpur dan Selangor [PKGG]

Annual Report  
**2012**



REACHING  
FAR  
GROWING  
DEEP



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## Our Vision

Inspired by Love, we are committed to build a strong nation by raising an exemplary generation and strengthening families.





# MESSAGES



**DR. CHEW WENG CHEE**  
Chairman



2012 has been a spectacular year for PKGG as we saw our impact and influence increase exponentially. Well over 2700 families were impacted, over 10,000 students reached with our programs, 22 colleges and organizations partnered with us and we have now extended our reach to 11 states in Semenanjung Malaysia and even established a foothold in Sabah, East Malaysia.

Clearly, PKGG has reached far and grown deep, way beyond our wildest dreams and expectations. I want to express my deepest gratitude to everyone who has contributed financially to this cause. I also want to appreciate all the volunteers from the colleges, churches and corporate companies who have played such a significant role in making sure that our programs run successfully. It is our desire to build strong long-term relationships with our corporate partners and clients in the various communities and schools.

Finally to all the staff of PKGG, you guys are the best of the best! It has truly been a fruitful and fulfilling year for everyone concerned. Let's all look forward to keep the momentum going in 2013.



**DANIEL TAN**  
Executive Director



Mother Teresa once said, *"Do not think that love, in order to be genuine, has to be extraordinary. What we need is to love without getting tired."*

I had the privilege to see this statement come alive in and through PKGG in the past year. I have seen how tireless love has truly reached further into meeting many felt needs and grown deeper into touching many broken lives.

We have so many stories to tell; only some are captured in this annual report. Nevertheless, I promise you that every story is a true story, whether it is long or short. There are all life-changing stories; stories of genuine love, in action; stories of ordinary staff and volunteers who deeply value lives; stories of lives that are transformed by sincere love and service.

I deeply appreciate all our partners, donors and volunteers. Without your constant support and belief in our cause, we wouldn't have reached this far and grown this deep. Your giving in time, talent and treasure means a lot to us and is a huge encouragement to keep on going. On behalf of PKGG and the people whom we serve daily, thank you, *terima kasih*.

I promise that we will continue tirelessly to reach and help even more needy people the best way possible so that the hopeless will be hopeful, the broken will be restored and the unloved will be loved.

Thank you for giving and serving.



# OUR TEAM

## Board of Directors



**DR. CHEW WENG CHEE**  
CHAIRMAN



**WONG KOON TATT**  
VICE CHAIRMAN



**TAN SIEW HOON**  
TREASURER



**DANIEL TAN KOK KEAT**  
HONORARY SECRETARY  
& EXECUTIVE DIRECTOR



**JACOB RABINDRANATH  
KRISHNAN**  
ASSISTANT SECRETARY



**FREDDIE ACHO BIAN**  
COMMITTEE MEMBER



**DR. LEW LEE CHOO**  
COMMITTEE MEMBER



**PN. SRI DATIN THONG  
NYOK CHOO**  
COMMITTEE MEMBER

## PKGK Staff Team - as of April 2013

### MANAGEMENT

Daniel Tan - Executive Director  
Noelle Tan - Chief Operating Officer  
Nicholas Foong - Head of Cyber Wellness / PR & Communications  
Teri Choong - Strategic Alliances

### COMMUNITY DEVELOPMENT - FAMILY SERVICES

Bernice Cheah  
Vicky Liew  
Tang Yunn Hann

### YOUTH DEVELOPMENT - CYBER WELLNESS

Keith Woo  
Fabian William Story

### EDUCATION

Simpson Khoo  
Charissa Eunice Anak Winston

### SERVICE LEARNING

Tan Jee Wang

### STRATEGIC ALLIANCES AND ACCOUNTS

Melissa Ngiam

### COUNSELLOR

Ng Kit Yue

### COMMUNITY DEVELOPMENT - KIDS SERVICES

Angeline Yap  
Shealin Lee  
Ooi Lay Pheng

### YOUTH DEVELOPMENT - LEADERSHIP & MENTORING

Cheah Huay Phing

### YOUTH DEVELOPMENT - LIFE SKILLS

Kelly Wong  
Yew Hui Ping

### VOLUNTEER MANAGEMENT

Clara Wan

### PR AND COMMUNICATIONS

Cheri Lim

### ADMINISTRATION

Gan Siew Ching



# OUR SERVICES

## Community Development

Building a community that cares, thrives and sustains. Empowering children and families towards sustainable community transformation.

### • Family Services

Working within communities to build strong families by strengthening relationships and equipping them with practical tools to thrive.



### • Kids Services

Building a safe, loving and secure environment in which children from difficult circumstances can grow in a holistic manner; including their physical, intellectual, emotional, spiritual and social development.



## Youth Development

Nurturing a future generation that will be a positive influence in their family, school, community and nation.

### • Cyber Wellness

Bridging the digital divide between generations by promoting a balanced lifestyle online and offline.



### • Life Skills

Equipping youth with right perspectives and tools to make better life choices.



### • Leadership and Mentoring

Building young exemplary leaders through character development and mentorship.



## Service Learning

Providing students the opportunity to apply academic knowledge and critical thinking skills to address the genuine needs of the community.



## Education

Helping children and adults in underserved communities to break out of the poverty cycle through individualized academic guidance and mentorship.



## Strategic Alliances

Partnering with companies and organizations to drive positive social changes through creative solutions combining business competencies and insights in unmet community needs.



## Counselling & Care

Providing intervention care and support for children, youth and families through their times in need.



# STORIES WE LOVE

Over the course of our work and journey in 2012, we've encountered many people whose lives have been positively impacted and changed by our programs. Here are some of the stories they've shared with us.



## Instilling Balance Online, Offline

**"I** used to play a lot of computer games. After GG's Cyber Wellness program, I understand the bad effects of technology and how to handle computers and technology in a healthy, balanced way. I like PKGG staff because they are friendly and they understand what I am going through. They take the time to talk with me and I feel better about myself."

Student participant from CLUTCH, a Cyber Wellness program encouraging youth to be responsible users and positive influences online and offline.

## Portraying Positive Influence

**"VERVE** taught me that there is good peer pressure and bad peer pressure. It can lead you to either do something good for yourself or be influenced by others. I remember the lesson about jelly and clay – easy to be destroyed and controlled by others. I learnt that we should be the mould instead of the jelly inside. Before the GG program I've always felt like I needed more freedom. When my friends ask me to hang out, I wouldn't listen or care about what my mom says about my personal safety or responsibility. I've come to learn from the GG program that there is a difference between good and bad. Sometimes, when we hang out with friends outside, it can be very dangerous. I now listen to my mom's advice and exercise self control and discipline about going out with the wrong crowd."

Student participant from VERVE, a character building and mentorship program that teaches the essence of leadership not being just about position or title, but about influence and impact.



## Achieving Academic Success

**"My** brother and I have been coming to PBP for over a year now. Before, I was getting D's in my mathematics subjects and now I get A's in my mathematics. That makes me so happy! Before, my brother and I couldn't speak English well, and now we've improved so much and have become more confident to speak. Thank you to all our teachers in PBP!"

Secondary School Student from Prima Selayang on Pusat Bimbingan Pelajar (PBP), an academic guidance and mentorship program.



## Learning the Importance of Love

**"Through** 'Kursus Transformasi', I've been exposed to so many different ideas, avenues for improvement and learning. I now know so many different approaches to teaching and caring for the children. I also realise that our children need love. GG has helped me realise that and how to express love to the children better. What's more, their learning has improved. Starting from zero before, the children are now able to write, draw and count. This has given them so much hope and confidence."

Children's Home Caretaker on PKGG's strategic management training for sustainable home transformation.



## A lesson in Giving

**"**I was given a Mickey Mouse key chain as a gift from a girl in a children's home that I visited for our CSR program. It was probably one of the most valuable belonging that she owned at the time; and the fact that she gave it to me has changed my perspective on life. I keep this special gift in my laptop bag. It serves as a reminder every time I get too carried away climbing the corporate ladder that I am blessed and fortunate enough to be able to give back to the society in one form or another. A little effort really does go a long way. I've personally seen how spending a short time at the children's home, caring for them, loving them has made such a big impact in their lives. I've realised how much we are capable to impacting and touching the lives of others."

Corporate Partner on volunteering for PKGG's CSR program with a children's home.



## Testimony of School Transformation

**"There** have been many visible changes in my students since we embarked on PKGG's programs. Better students have shared their feedback, saying that they were excited and motivated; enjoying both the facilitators and program immensely. The fact that many students actually applied what they've learnt from the program into their daily lives shows that PKGG's programs have left a lasting impression and impact.

The most significant changes, however, have come from the weaker students with disciplinary problems. They've shown anticipation each time the program is run. With the help of the programs, they've learnt self-value and worth. For the first time, they've experienced respect, their dignity restored; none felt judged.

Deputy Headmaster of a SMK (public school) on Project Orange and PKGG's programs as a whole.



Project Orange was one such program that we ran in our school last year, which focuses on students with hard-core disciplinary issues. When we started the program we had more than 40 names on our list. After the program we now have less than 20. That translates to a more than 50% decrease in students with disciplinary issues. My hope is to now see these remaining students' lives being transformed and that would be a powerful success story of transformation within schools. I am confident that PKGG has a lot to do with this transformation."



# 2012 HIGHLIGHTS

## Reaching Far, Growing Deep

In 2012, we experienced tremendous growth in terms of our geographical reach, volunteers, communities, homes and schools that we've impacted. We've also achieved considerable depth in the lives that we've touched; sowing seeds of love, hope, positive values through the long-standing and new relationships we've developed.



In 2012,

- We impacted 3000 families in the community.
- 10,000 students in 22 schools, 5 universities and colleges.
- 7 JKM welfare children homes throughout Malaysia.

With the help of 400 GG volunteers, 450 corporate volunteers and 770 student volunteers.

To date, we've impacted 25,000 lives and counting.



### Going Places

- We travelled nationwide, impacting lives in 11 states throughout Malaysia.
- We reached youth as far as Sandakan and Kota Kinabalu, Johor and Kluang with our Cyber Wellness programs.
- We partnered with Jabatan Kebajikan Masyarakat Malaysia (JKMM) and P.S.. The Children to equip more than 560 children from welfare homes across Malaysia with self worth values and handles to make better life decisions in relation to sexual health and relationships.
- We partnered with the Ministry of Women, Family and Community Development (KPWKM) in delivering "Say No to Baby Dumping" Seminar covering 22 schools in 4 states in Malaysia.

### Growing Together

- Our staff team more than doubled to 18 full time and 4 part time employees.
- Our volunteer base expanded to 400 active volunteers with more than 450 corporate volunteers and 770 student volunteers serving alongside us as well.
- We expanded to Sabah, East Malaysia, raising 70 volunteers.



## In The News

- We appeared on TV3's *Malaysia Hari Ini* program speaking about the issue of delinquent youth; proposing steps and solutions towards change.
- We were featured in *Utusan Malaysia* and *Berita Harian* about our philosophy as a whole and our approach to children, youth, families, schools and the community.
- We were featured in *Positive Parenting* magazine propagating cyber wellness in the next generation founded not on control and security measures but more importantly upon strong family relationships.



## Sustaining Success

- We improved the hygiene, health and well-being of children at Rumah Kanak-Kanak Tengku Budriah (RKKTB) together with our partner, Danone Dumex Malaysia through *Live Life, Touch Lives* program, a long-term CSR platform that will be a catalyst for other welfare homes in Malaysia.
- Continuing the success of a social innovation created with Prudential, through *PRUkasih*, we continue to provide financial protection for more than 300 families in PPR Sri Pantai. So far, 10 families have benefited from *PRUkasih* when the breadwinner encountered unfortunate circumstances and the family livelihood was jeopardized.
- Our collaboration project with Nippon Paint Sdn Bhd brought joy, hope and colours to children in 2 children homes by improving the physical environment of the home and making it more child friendly. Children were also enabled to express themselves through art, discover identity and self worth.

# 2012 HIGHLIGHTS cont.

## Integrating Stakeholders

We believe that sustainable community transformation can only be achieved through integrated stakeholder collaboration, building towards a common vision for the community.

- We have built and sustained relationships with key government bodies instrumental for policy change in Malaysia: Ministry of Women, Family and Community Development (KPWKM), Performance Management & Delivery Unit (PEMANDU) under the Prime Minister's Department and the National Council of Welfare and Social Development Malaysia (MAKPEM).
- We were awarded a grant by CIMB Foundation to carry out 'Literacy for a Brighter Future' program which enabled us to help working adults, including single mothers in Taman Prima Selayang improve their literacy and employability.
- We continue to work with community leaders and authorities toward sustainable transformation of urban poor communities in Klang Valley, PPR Sri Pantai, Prima Selayang, Kg Cempaka. In addition, we also have established new long-term relationships with Bandar Baru Sentul and PPR Lembah Subang, the public low cost housing development project (Projek Perumahan Rakyat Termiskin) in Malaysia.

## Celebrating Unity

- We brought together more than 3000 people and their families at 3 different communities with various events and celebrations: Prudential's PRUKasih 1<sup>st</sup> Year Anniversary in PPR Sri Pantai, Mid-Autumn Festival in Kampung Cempaka and Christmas in Taman Prima Selayang.



## Investing in Individuals

- We mentored 700 students in SMK Sinar Bintang, Kepong with our very first school transformation project, Pelajar Generasi Gemilang (PGG). Through PGG, we built positive values, character and purpose into the lives of the students.
- We mentored and nurtured 773 students from Taylor's Hostel Management, Taylor's Business School and Taylor's Medical school; helping them to connect and address community needs through a powerful experiential learning process.
- We provided academic guidance and mentorship to students in Taman Prima Selayang; helping to improve their grades and supplement their learning in school through our Pusat Bimbingan Pelajar (PBP) program.





## Breaking New Ground

In PKGG, our focus is on people not programs. We constantly look for new ways to engage with the next generation and their families in areas that are current and relevant in their lives:

- English Conversation Course (ECC), for adults in Taman Prima Selayang, helping them to improve their literacy and language skills so that they can provide a better future for their families.
- TeenzLIFE, reaching out to teens in underserved communities such as Prima Selayang and PPR Sri Pantai, empowering them with positive self worth and building a healthy peer support system within the community.
- G.A.M.E 4 Life, a one-of-a kind program to reach out to avid young gamers and helping them to build a balanced lifestyle relate and be equipped to deal with real life decisions.
- Project Orange, a character-building, mentorship program specially catered to help youth at risks (e.g. youth with disciplinary problems) succeed in their school and family life.
- We empowered single mothers from PPR Lembah Subang with practical business skills to provide better for their families through the Developing Opportunities Through Service (DOTS) program with Taylor's Hostel Management and Business School.



# FINANCIAL STATEMENTS

## Governance and Accountability

### Our Promise

At PKGG, we recognize 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. Therefore, PKGG is committed to fulfilling the following:

- PKGG is governed by The Societies Act of 1966 and overseen by a Committee. The Committee establishes policies, sets budgets, monitors and reviews performance and operations. The Committee also charts the vision and direction for PKGG moving forward.
- The financial statements are prepared annually in accordance with applicable approved accounting standards.
- An annual audit is obtained in accordance with approved standards on auditing in Malaysia by an independent public accounting firm. The 2012 financial statements of PKGG has been concluded to give a true and fair view of the financial position of the society in the Independent Auditors' report prepared by Baker Tilly Monterio Heng (Audit Firm No: AF 0117).
- Consistent management review and monitoring of operating costs to ensure that resources are optimized and within approved budgets.
- Ensure that donations and grants are used for their intended purposes and look to leverage funds for maximum impact.

## Financial Highlights

As PKGG moves into its fourth year of operations, we continue to grow to expand our reach and ability to transform lives.

- **Growing in size**

We doubled our staffing headcount to 15 full time employees as at 31 December 2012 from 9 in 2011! New staff with diverse experiences joined us in our youth, community and counselling services to help us continue to meet the rapidly growing needs of the people we serve.

- **Growing in space**

A new Cyber & Training Centre premise was setup in line with our continued growth. This new space will allow for more volunteers and program beneficiaries to undergo training. It will also be used to conduct our cyber-wellness programs. The new premise will be ready for use by early 2013.

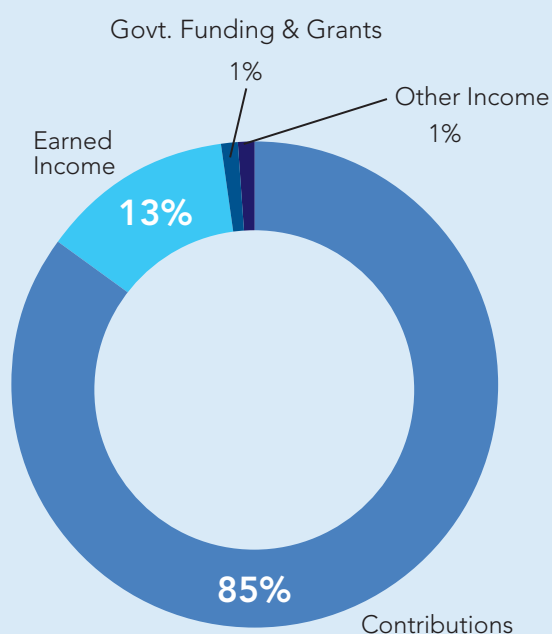
This growth in our workforce and workspace has enabled us to reach further into 11 states, 2 new communities and multiple new schools throughout Malaysia. It has also enabled us to deepen our impact in communities and families.

- **Growing efficiently**

In spite of our growth, 88 percent of our total expenses were spent on program expenses. This meant that only 12 cents of every Ringgit spent was used for administrative and indirect expense purposes.

## Sources of Income

Our overall income received in 2012 has continued to increase from previous years as we seek diversified sources of income.



**Contributions** are funds donated to support PKGG's mission and programs. Of the amount, 15% come from individual donors, with the balance from various private and public organisations. These funds are received in the form of cash and cash equivalents throughout the year.

**Earned Income** is program service fees. These fees are received with regards to our programs and workshops conducted for schools and organisations.

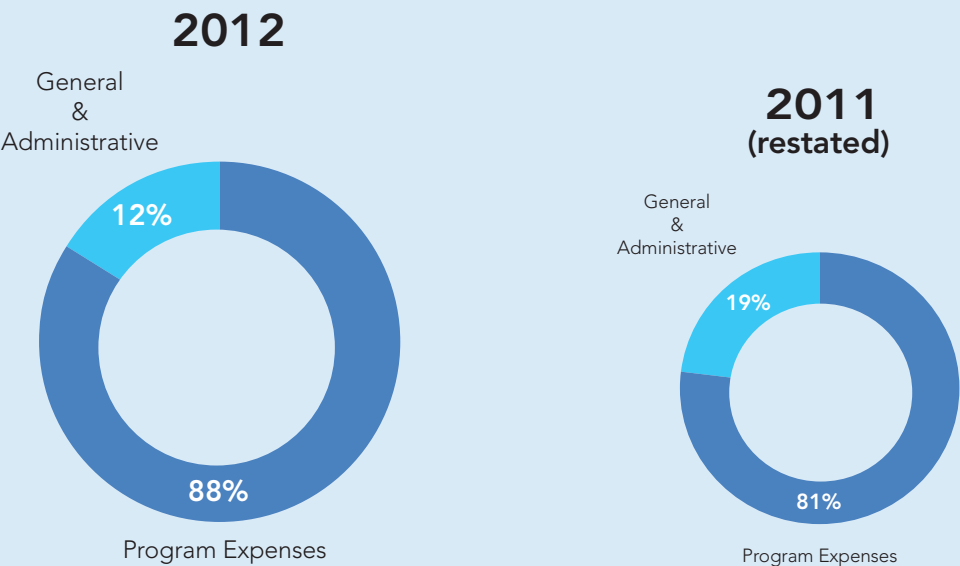
**Govt. Funding & Grants** received in 2012 were for two major activities. The first is the English Literacy Program teaching basic conversational English to low-income community members in partnership with the CIMB Foundation. The second program is a joint collaboration with P.S. the Children promoting self-worth and value within children welfare homes throughout the nation.

**Other income** includes income from sale of t-shirt merchandise and membership fees received throughout the year.

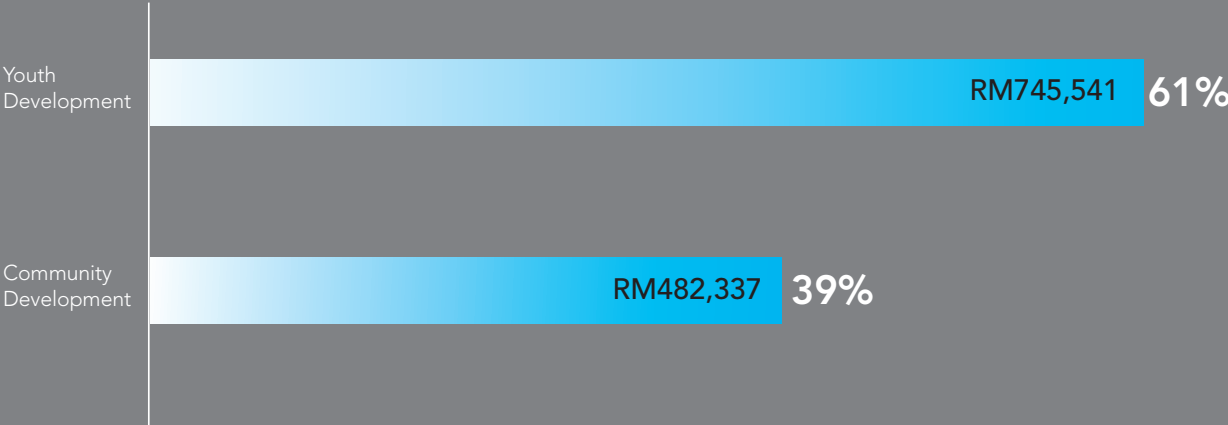


# Operational Efficiency

As we continue to grow, we still kept PKGG running efficiently. Here is how we used donor dollars to support our mission:



**Program Expenses** includes program staff costs, program materials costs, related marketing expenses and directly attributable overhead costs. Total expenses incurred for the respective services are depicted in the chart below:



**Youth Development:** Leadership & Mentoring, Cyberwellness, Lifeskills and Service Learning  
**Community Development:** Family & Kids, Counselling

**General & Administrative Expenses** covers support staff costs, premise, administrative and merchandise expense.

**Persatuan Kebajikan Generasi Gemilang Kuala Lumpur Dan Selangor** (Registered in Malaysia)

**Statement of Income and Expenditure**

For the year ended 31 December 2012

	2012 RM	2011 (restated) RM
<b>INCOME</b>		
Earned income	191,986	167,454
Contributions, Govt. funding & grants	1,201,793	751,935
Other income	5,800	13,591
	<b>1,399,579</b>	<b>932,980</b>
<b>LESS : DIRECT COST</b>		
Staffing costs	990,531	537,799
Program operating costs	175,633	145,487
Marketing & Corp Comm costs	7,966	25,609
Transport	19,675	15,562
Other administrative costs	34,073	30,100
	<b>1,227,878</b>	<b>754,557</b>
<b>LESS: INDIRECT COST</b>		
Staffing costs	78,105	72,993
Premise expenses	71,414	73,765
Administrative expenses	18,074	25,827
Merchandise expenses	4,108	5,838
	<b>171,701</b>	<b>178,423</b>
<b>SURPLUS / (DEFICIT) FOR THE YEAR</b>	<b>-</b>	<b>-</b>

**Persatuan Kebajikan Generasi Gemilang Kuala Lumpur & Selangor** (Registered in Malaysia)

**Balance Sheet**

As at 31 December 2012

	2012 RM	2011 (restated) RM
<b>CURRENT ASSETS</b>		
Other receivables, deposits & prepayments	78,165	74,635
Inventories	5,386	3,500
Cash and bank balances	105,091	499,514
	<b>188,642</b>	<b>577,649</b>
<b>LESS: CURRENT LIABILITIES</b>		
Other payables & accrued expenses	10,379	23,460
	10,379	23,460
<b>NET CURRENT ASSETS</b>	<b>178,263</b>	<b>554,189</b>
<b>FINANCED BY</b>		
Designated fund	178,763	554,689
Accumulated losses	(500)	(500)
	<b>178,263</b>	<b>554,189</b>



Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor (PKGK) (Reg No 0568-10-WKL) is a not-for-profit welfare organisation committed to raising an exemplary next-generation and building strong families so that our nation will thrive. We are passionate about people because we believe that love transforms lives. Therefore our work inspires hope in people and empowers them to live life to their fullest potential.

We make up a team of passionate professionals dedicated to serving people in the best possible way. These people are children, youth, families, schools, corporations and community at large. Governed by a Board of Directors, PKGG is based in the Klang Valley and conducts services throughout Malaysia. PKGG was officially registered under the Societies Act 1966 on March 5, 2010. We've since impacted over 25,000 lives and counting.



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