

March 18 — July 3, 2020

PROJEK SINAR REPORT P H A S E 1

COVID-19 Relief Fund for B40 Communities in Malaysia



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PROJEK SINAR

On 18 March 2020, Malaysia's Movement Control Order (MCO) was implemented as a preventative measure against the coronavirus pandemic. The team at Yayasan Generasi Gemilang was immensely concerned over the welfare of urban poor families, in particular within three Projek Perumahan Rakyat (PPR) communities we work in.

For families in these communities who are already struggling, we had strong reason to believe the MCO period would result in many being unable to meet their most basic food and essential needs. In response, Generasi Gemilang launched our Urgent Needs COVID-19 fundraising campaign on 20 March 2020.



OBJECTIVES

To provide basic food and essential needs to vulnerable families affected by the MCO in 3 communities



PPR Taman Putra Damai
Lembah Subang, PJ



PPR Beringin
Jinjang, KL



PPR Sri Pantai
Lembah Pantai, KL

We prioritized single-parents, elderly/ OKU or large families with young children



WE STARTED WITH A GOAL...

To provide *150 families* with **RM100 worth of food aid** weekly for 2 weeks

... H E R E ' S W H A T W E E N D E D U P D O I N G ...

Provided *428 families* with ***RM80 – RM150 worth of food aid & RM50 – RM100 cash aid*** weekly for 15 weeks

Provided another *76 families* with
one-off food and cash aid

RM814,324.35

DONATIONS RECEIVED

RM712,576.98

AMOUNT DISBURSED

*Funds received will continue to be used on Projek Sinar Phase 2 initiatives – helping families **Restart & Rebuild**.
Included in the amount disbursed is RM1,000 for administrative costs incurred for printing and project coordination.*

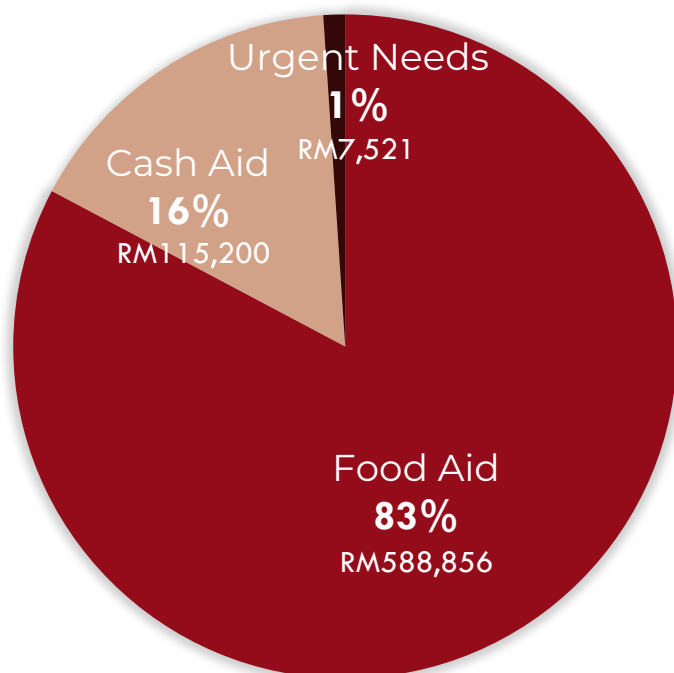
F U N D S U T I L I S A T I O N

WEEKLY FOOD & CASH AID DISTRIBUTED TO:

164	Families in PPR Taman Putra Damai, Lembah Subang	24	Families in PPR Sri Pantai, Lembah Pantai
228	Families in PPR Beringin, Jinjang	12	Families of students from Generasi Gemilang's Super Sarapan, Petaling Jaya

ONCE-OFF FOOD & CASH AID DISTRIBUTED TO:

25	Families in Miri, Sarawak (OA)	6	Families in PPR Sri Pahang, Bangsar
33	Families in PPR Kampung Muhibbah, Kuala Lumpur with TLCC	12	Additional families in PPR Taman Putra Damai with Challenges Foundation



1



**FINDING FAMILIES
WITH NEED**

2



**PROVIDING FOOD
WEEKLY AND CASH AID**

3



**RESPONDING TO
URGENT NEEDS**

D I S T R I B U T I O N D E T A I L S

1 FINDING FAMILIES WITH NEEDS

We started with our own list of families with high-needs within each community. We later reached out to other NGO's and local groups for families they knew who required help while avoiding duplication of aid. In total, we had over 600 families referred to us.

Our team called all the families referred to assess their needs, helping us to prioritize and select those with genuine needs. Here's what we found from our assessments:

Who were the hardest hit during the MCO?

We started out wanting to help single-parent and elderly/ OKU families. But through our calls, we discovered a growing need amongst large families with one breadwinner due to an unexpected loss of income. Many of them were daily wage earners and didn't have savings to last them for more than a week.

Poor Nutrition

Most families were making do with very little. So many we spoke to were down to plain rice and eggs or *ikan bilis*. Some were eating one meal a day. What worried us most was hearing some parents had resorted to feeding their young children Teh-O once milk powder ran out.

Much-Needed Essentials Besides Food

In addition to food, we found that many families needed diapers and milk powder for their young children. Another common need raised for cooking gas, without which the food aid would be unusable.



Fresh food like vegetables and frozen chicken are an important source of nutrition and protein



Staples of rice, eggs (30 pieces)



Canned goods, biscuits, are rotated weekly

What's In The Food Aid?

Each family receives a weekly box of dry and fresh food products. Thanks to our amazing suppliers - **FK Supply Sdn Bhd** and **Grub Cycle**, long-lasting dry products are rotated weekly with other new items, based on the availability of goods.

WEEKLY STAPLES

- Assorted fresh vegetables (ie. Cauliflower, corn, potato, chilli, tomato)
- Eggs (30 pieces)
- 2 whole frozen chicken
- Rice (5kg)
- Cooking Oil (1kg)

+

ROTATED ITEMS

Week 1

- Biscuits & Sugar (1 packet each)
- Ikan bilis
- Flour (1 packet)

or Week 2

- Mee (Maggi & Yellow mee)
- Sausage & Fish Balls/ Fish Cakes (1 packet each)
- Coconut milk



2 PROVIDING FOOD AID WEEKLY

What do families think of the aid provided?

Our team called the families after the food aid was delivered to get their feedback on what was received. Here's what we learnt:

The Food Items Are Useful

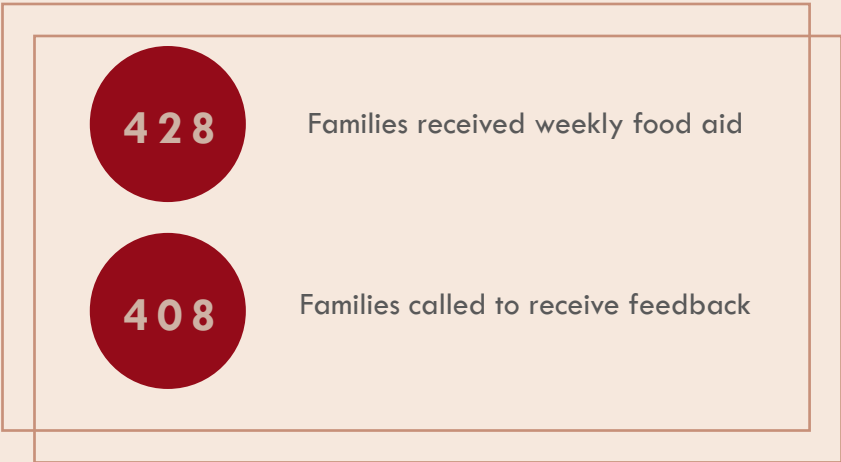
87% of the families said they found **all** the items useful. Approximately 5% of the families were unfamiliar with eating baked beans and cited that as the item least liked in the pack. Generasi Gemilang replaced the baked beans with other sources of protein in future weeks. Another finding was that families wanted rice weekly. We changed to provide rice weekly instead of bi-weekly.

The Food Is Enough For The Week

On average, most of families with 4-6 people say the food provided will last them 7 days. However, some households with more than 6 people find that the food provided lasts 4-5 days.

Whereas families of 2-3 members, mostly elderly couples, have told us they can manage with the food given for up to a month!

With this evaluation, we reduced the frequency of food aid to smaller families (4 pax and below) to bi-weekly from late April onwards to eliminate wastage. We also replaced a few families who were faring better with new families in need. While we were unable to increase the food provided for the larger families, we were happy to hear that some were sharing their food with their neighbors in need.



Apabila anak-anak lihat bekalan anjuran dari GG, mereka amat happy dengan ayam dan Milo kerana lama kami tidak mampu beli kerana tidak ada banyak wang - terima kasih ya kerana telah membuat anak-anak happy sangat!

— *Pn S.M. | PPR Taman Putra Damai*



ONE-OFF FOOD & CASH AID

Lending An Extra Hand

During the MCO, we provided one-off aid to additional communities. While these families were not our primary target beneficiaries, the generosity of our donors enabled us to extend aid to families who very much needed some help during the MCO.

12

Families in PPR Taman Putra Damai, Selangor

A group of families receiving food aid from another NGO, Challenges Foundation who needed additional help for essential items such as soap and diapers. We provided RM50 cash to each family.

6

Families in PPR Sri Pahang, Kuala Lumpur

Urban low-income families who are recovering from various medical conditions experienced just prior to the MCO. We provided 1-2 weeks worth of food supplies to these families.

33

Families in PPR Kampung Muhibbah, Kuala Lumpur

Aid requested by families of elderly folks was highlighted by another NGO, TLCC. Together, we provided 2-3 weeks worth of food to these families.

25

Families from Miri, Sarawak

Primarily orang asal families whose children are in Generasi Gemilang's Super Sarapan program, a feeding program where we partner with school canteens to provide a meal in school for children from under-served families. We were able to provide 1-2 weeks worth of food supplies for these families.



CASH FOR OTHER ESSENTIALS

In addition to the weekly food aid, Generasi Gemilang also provided each family RM100 weekly between 1 April to 24 April 2020. 14% of families did not receive cash aid as they did not have bank accounts or opted not to share their bank account details with us.

We reduced the cash aid to RM50 weekly between 25 April to 15 May 2020 with the introduction of the Bantuan Prihatin Nasional (BPN) government cash aid. We estimate at least 74% of our families successfully received the BPN.

The cash aid stopped after 15 May 2020 as movement restrictions were gradually eased following the government's announcements.



A Small Yet Powerful Form Of Aid

The provision of petty cash aid enabled us to help families meet unique needs beyond food. This is consistent with studies that show the benefits of cash during crisis relief¹, and also other studies that evidence the various benefits in providing cash transfers².

¹ Guidelines for Cash Transfer Programming by the International Red Cross and Red Crescent Movement

² <https://www.givedirectly.org/research-on-cash-transfers/>

What Did The Families Use The Cash Aid For?

Most families shared that they used the money received to purchase:



Milk Powder & Diapers



Cooking Gas



Body Soap /
Laundry Detergent



Medication/ Transport
for medical treatment



Purchases made shared by Encik R.R.



Purchases made shared by Puan S.

3 RESPONDING TO URGENT NEEDS

RM 7,520

TOTAL CASH SPENT

Fast Help When Most Needed

In the assessment calls we made, we found 83 families who were in dire conditions, far worse than their neighbours. Our food aid required 4-7 days before it could reach new families. But for these families, we felt they could not afford to wait that long given their current situation.

A small team was formed to respond to urgent needs flagged by our screening calls.

We ordered meals for the entire day during the short window before our food aid arrived. We sent diapers and milk powder to desperate households with young children. As the number of families requiring urgent aid grew, and online orders were increasingly delayed, we switched to providing a small cash sum to ensure families could get what they needed quickly.

401

Packs of children diapers
(360 packs fully sponsored by Drypers Malaysia and 9 packs by private donor)

27

Packs of milk delivered for babies
and toddlers

59

Cooked meals ordered for families
in urgent need

RM 3759

Cash disbursed for essential needs

“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*



HOW WE HAVE HELPED

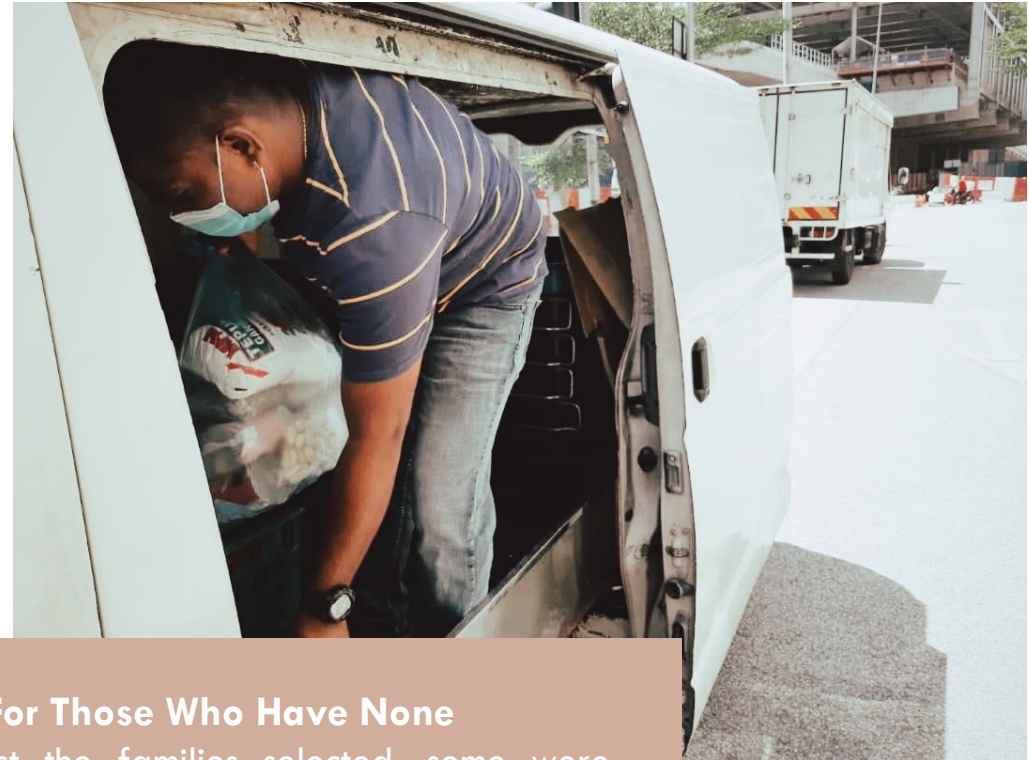
Our hope was **to provide food and essential needs** to those who would have none during the MCO.

Speaking to the families, we picked up on three consistent themes of how a simple act of providing food has truly helped vulnerable families in a time of need.

1

Food For Those Who Have None

Amongst the families selected, some were worse off than others. There was a significant number who had hardly much left as the MCO extended. The food provided ensured that everyone in each household had something to eat for the day.

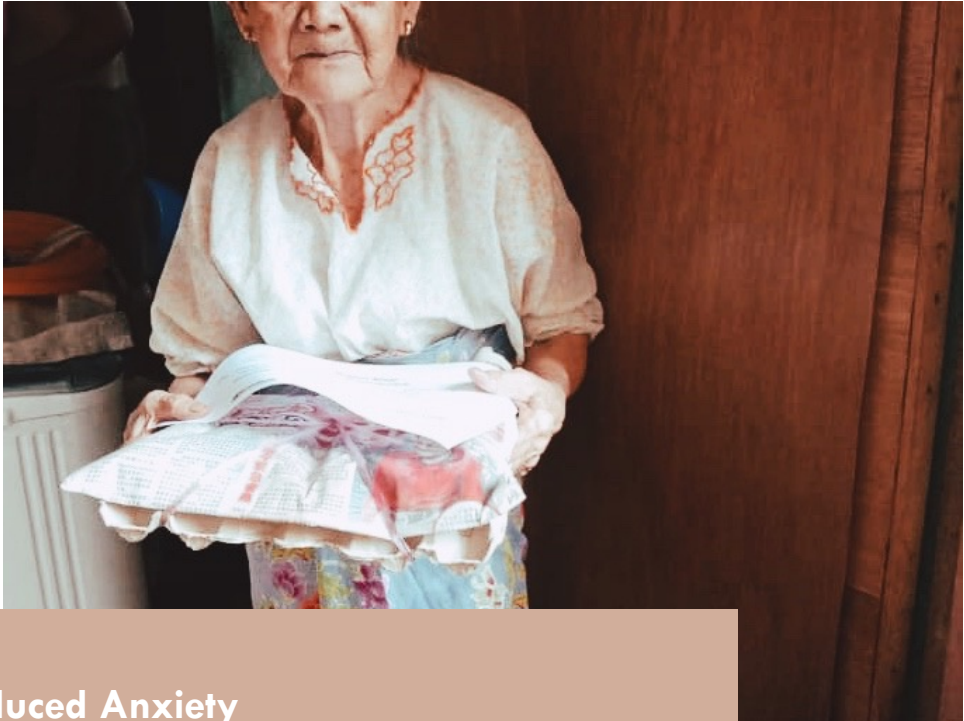


Variety Of Nutrition

For others who had some food saved up, they were primarily consuming rice and eggs. By including fresh vegetables and meat in our food pack, we enabled families to have better balanced meals during the uncertainty.



2
3



Reduced Anxiety

By providing families aid weekly, this consistency enabled them to plan their finances and food supplies for the weeks ahead. It reduces anxiety in worrying where to get food once their initial supplies run out.

**Many also shared that receiving the delivered food aid eased their worry of going out of the house during the early weeks of the MCO as it reduced their exposure to the virus. This was especially helpful for the elderly and immobile families as they did not need to travel to get food.*

Keadaan keluarga lebih baik sekarang, Kita memang tiada makanan di rumah sebelum menerima bekalan.”

— **Encik A | PPR Beringin**

“She said that she was so happy that she received the food aid yesterday as she applied for a few bantuan but none of it helped. She was so worried that her family could not survive till 28 of April.”

— **Feedback captured by GG’s volunteer on behalf of Pn S.K. | PPR Beringin**

“She said it has helped her family to eat better and survive well. Previously (they) just ate whatever was available. Also shared about how her son had to go and beg for food from other people.”

— **Feedback captured by GG’s volunteer on behalf of Puan S.N | PPR Beringin**

“Got better quality food like chicken especially for (her) OKU kids. Able to make soup with chicken. (Previously) only surviving on husband’s income of RM60 a day and now got no work.”

— **Feedback captured by GG’s volunteer on behalf of Puan W.L.F. | PPR Beringin**

“Saya rasa sangat bimbang. Terima kasih kepada Yayasan GG sebab bantu keluarga saya dalam masa ini. Kita takut nak keluar bahaya.”

— **En. Muhammad S | PPR Beringin**

“She sounded very happy and said she is just grateful that she no longer has to eat telur, telur, telur (yeap she mentioned it three times) and finally gets to eat some sayur and ayam.”

— **Feedback captured by GG’s volunteer on behalf of Puan S.H. | PPR Taman Putra Damai**

“She said the food aid really helps as she does not need to worry so much about the household, because she tends to overthink a lot during this MCO. So she is really happy that we chose to help her.”

— **Feedback captured by GG’s volunteer on behalf of Pn R. | PPR Beringin**



#J U T A A N T E R I M A K A S I H

Throughout the MCO, we have received countless of thanks. We hope these handful of messages from the families warms your heart as much as it did ours!



Terima kasih Yayasan Generasi Gemilang diatas sumbangan ini lagi, Sy Puan [redacted] dr unit [redacted] ingin mengucapkan jutaan terima kasih yg tak terhingga di atas sumbangan ini 😊😊😍, smoga yg terlibat ini dimudahkan rezeki lagi..



Ucapan terimakasih Dari genarasi gemilang kerana memberi bantuan Pada kami terimakasih banyak2

14:46

11:06



Assalamualaikum wbt , saya ingin mengucapkan ribuan terima kasih kepada Generasi gemilang (prukasih) yang telah memberikan sumbangan untuk saya dan keluarga . Semoga Generasi gemilang dapat berkembang dengan maju dengan bantuan yg telah dihulurkan yg banyak membantu ramai org diluar sana dan saya juga ingin berterima kasih juga kepada wakil kami puan [REDACTED] . Terima Kasih banyak ² alhamdulillah. 🍌💖

★ 5:08 PM



😭😭😭😭😭😭🙏 sangat terimakasih Cik.....barang dah sampai.....saya tak tau lagi nak ckp sangat terimakasih.... 1:38 pm

Barangan Telah di terima, trmasuk telur 1 papan & ayam 2ekor (tiada dlm gambar). Terima Kasih dari saya sekeluarga kpd Puan & Team/Crew dari Generasi Gemilang (GG). **Terima Kasih - Syabas & Tahniah Generasi Gemilang - TERBAIK...**



13:20



Saya [REDACTED] DARI BLOK PPR BERINGIN INGIN MENGUCAPKAN JUTAAN TERIMA KASIH YANG TIDAK TERHINGGA KEPADA GENERASI GEMILANG DENGAN SUMBANGAN DAN BANTUAN INI SIKIT SEBANYAK TELAH MEMBANTU MENGURANGKAN KOS SARA HIDUP KELUARGA KAMI YE..HARAPAN SAYA AGAR USAHA YG BAIK INI DAPAT DITERUSKAN DI MASA HADAPAN BAGI MEMBANTU GOLONGON YANG MEMERLUKAN SEPERTI KAMI SEISI KELUARGA YE.. 🙏🙏🙏 trademark nya just stay at home(hanya tinggal di rumah 🏠🏠🏠🏠) ★ 6:28 PM



Saya [REDACTED] dari PPR Beringin ingin mengucapkan Jutaan Terima kasih kepada Generasi gemilang dengan sumbangan dan barangan yg diberikan. Dengan pemberian ini dapat meringankan kami dengan kos Sara hidup family saya. Harapan saya agar usaha murni ini dapat diteruskan dimasa hadapan bagi menolong golongan yAng memerlukan. #semogamajujaya. #stayathome 16:51



Syukur Alhamdulillah .. sy dan kluarga ucapkan Terima Kasih kpd projek Sinar Yayasan Generasi Gemilang krn tidak putus2 mmberi sumbangan kpd kami spnjg pkp ini , tmbhn pula menjelang bulan Ramadhan .. sumbangan ini sgt lh mmbntu & meringankan beban kami sekeluarga . smoga pihak YGG sntiasa Maju Jaya dan dpt terus mmbntu . 🙌 #stayathomewithYGG 📖 dari unit [REDACTED] PPR Beringin

★ 5:15 PM

THE REAL HEROES

None of this would have been possible without the generous contributions from individual donors and organizations. Thank you to all our donors and volunteers for their support which enabled us to go far further than we initially imagined.

We are honored to have been a trusted charity partner to many. In these uncertain times, we remind ourselves that we can't do everything, and that we can only give our best. We have continually made changes along the way in providing what we hope was meaningful yet fair forms of aid.



THE ENABLERS

We would like to extend our thanks to all individual donors and the listed organizations below who we call “The Enablers”. As Enablers, you have shared about the cause, donated or even fundraised for us be it through your own friends or even the company you work for. Thank you for putting a smile on the families’ faces through your giving.

****Information of individual donors are not disclosed to preserve their privacy and anonymity**

AMRIT & COMPANY

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PAN & WINE

ZURICH MALAYSIA

HONG LEONG FOUNDATION

PERK COFFEE MALAYSIA PLT

ZURICH FOUNDATION

JAY C PLUS SDN BHD

SALT & LIGHT

KIWANIS CLUB OF BKT BANDARAYA

SIBKL

thank you




“Saya nak telefon sebab nak bagitau Alhamdulillah sangat. Hanya Tuhan yang lihat apa yang kamu orang buat dan akan balas kamu. Terima kasih sangat kepada kamu semua.”

— *Puan K.N. | PPR Beringin*

WHAT'S NEXT?

A Gentle Stop



With the cautious easing of movement restrictions, we will stop our food aid effective 3 July 2020. We have begun gradually reducing contents of the food aid since late-May. Fresh vegetables were removed, followed by the fresh meat. By the final two weeks of June, families will receive only dry goods. With more than a month's notice given to the families, we hope it gives them sufficient time to prepare to stand independently once the aid ends.

Restart & Rebuild

Speaking to the families reveals challenges they face moving forward.

- 3 out of 5 families are impacted by loss of income and uncertain job security
- 1 in 2 families have insufficient internet data which limits the ability for their children to access learning remotely while schools stay closed

Initiatives in our pipeline include:

1. Helping adults secure **Employment**, from no job to having a job
2. Providing data connectivity for children to access remote learning because we believe **Education** is vital in boosting the life trajectory for these children.



The balance of the funds collected and future contributions will be channeled to these initiatives. Stay updated through our blog as we continue our work in improving the lives of under-served children and families in Malaysia.

Contributions can be made to:

Bank Name: Alliance Bank Berhad
Account Name: Yayasan Generasi Gemilang
Account Number: 1218 1001 0022398

*All cash donations to Yayasan Generasi Gemilang are tax-exempted under sub-section 44(6) of Income Tax Act 1967 effective 1 June 2020 onwards.

For further information, you can reach us at:

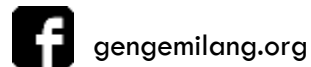
Yayasan Generasi Gemilang
Registration No. 201401045029 (1121213-V)
82A-1, Jalan PJU 1/3B,
Sunwaymas Commercial Centre,
47301 Petaling Jaya
Selangor
Tel: 03-7803 0957
Email: info@gengemilang.org



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