





<b>Foreword</b>	<b>4</b>
<b>2024 Impact</b>	<b>5</b>
<b>Early Childhood Development</b>	<b>6</b>
Munch & Move	8
Anak Gemilang	12
Strategic Collaborations - When NGOs Come Together	14
<b>Community Learning Programmes</b>	<b>16</b>
KidzREAD	20
LIT Mathematics	21
LIT 3M	22
<b>Youth Development</b>	<b>25</b>
Super Sarapan	27
Kelab Gemilang	30
Responding to Educators' Needs	34
<b>Behind the Scenes</b>	<b>35</b>
<b>Financial Report</b>	<b>42</b>

# CONTENT

# VISION

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

# MISSION

We aim to close the education gap for underserved children and families in Malaysia through literacy and nutrition.





# Foreword

2024 has been a year of renewed momentum for Yayasan Generasi Gemilang as we stayed true to our mission: **closing the education gap** through **literacy** and **nutrition**. In the communities we serve, we've seen how consistent, focused support can open doors and create real opportunities for children and families.

Our core programmes—**Super Sarapan**, **KidzREAD**, **LIT Mathematics**, and **LIT 3M**—continued to support underserved children by meeting their most urgent needs in learning and well-being. This year also marked an exciting step into a new area of focus: recognising that the first few years of a child's life are critical for lifelong learning, we strengthened our **focus on early childhood development** with **Munch & Move**, our early years programme. This initiative combines nutrition, play-based learning, and parental support to help children get a stronger start, especially those at risk of falling behind before school even begins.

This renewed emphasis on the **early years** reflects our belief that **equity in education must begin at the very beginning**. We're grateful to our dedicated team, volunteers, partners, and donors who continue to walk alongside GG as we evolve to meet the needs of every child, family, and community we serve.

Looking ahead, we remain committed to broadening our reach, deepening our impact, and ensuring that every child is supported at each stage of their learning journey. Thank you for believing in the power of education to change lives.



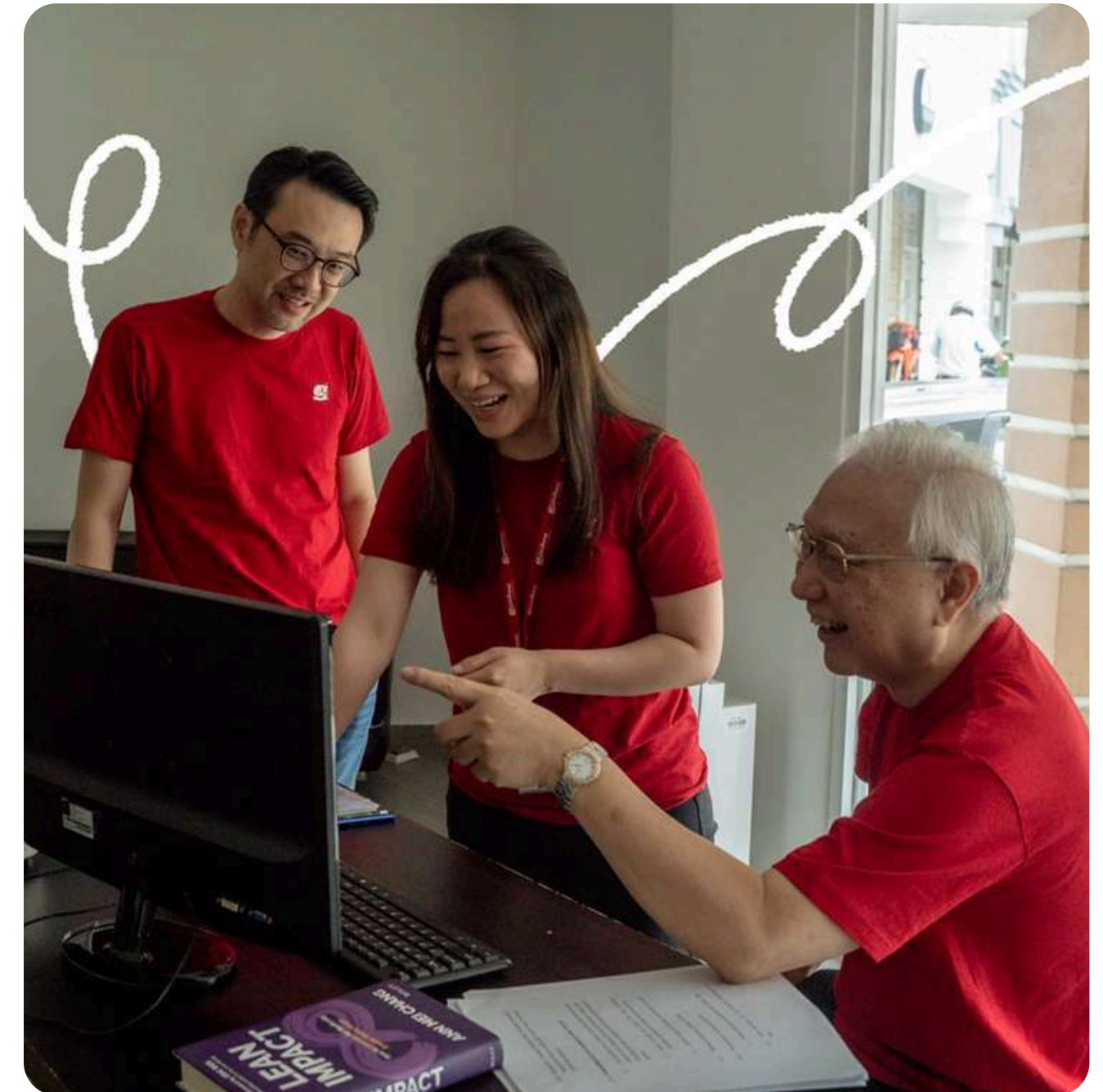
**Daniel Tan, Founder**



**Melissa Ngiam, CEO**



**Wong Koon Tatt, Chairman**





# 2024 IMPACT

## #1 Early Childhood Development

**Helping children reach their full potential**

- Munch & Move served 262 children and their families.
- Anak Gemilang provided 6 children with scholarships to attend preschool.

## #2 Community Learning Programmes

**Bridging the gap to learning**

- KidzREAD provided mentoring in English for **151 students**.
- LIT Mathematics provided mentoring in Mathematics for **42 students**.
- LIT 3M provided mentoring in basic Bahasa Melayu and Mathematics for **16 students**.

## #3 Youth Development

**Raising an exemplary next generation**

- Super Sarapan provided 182,639 meals to 1,200 students from 30 schools.
- Kelab Gemilang mentored 24 youths in the areas of character building, resilience, and life skills.





**Supporting Parents in  
Giving Their Children a  
Stronger Start in Life**





# EARLY CHILDHOOD DEVELOPMENT





# Early Childhood Development



## Munch & Move

A **parenting support programme** aimed at **improving nutrition** and **developmental outcomes of children aged 0-3** through interventions that support **nutrition, early learning, stimulation**, and **responsive caregiving**.

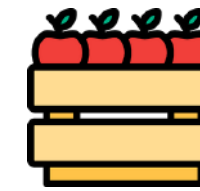
**Munch & Move** is a one-and-a-half-year **integrated early childhood development (ECD) programme** running from March 2024 to August 2025. It builds upon the successes of *Projek Makan Sihat* (2020–2023), which focused on access to nutritious food and education, and the GG Playgroup pilot (2023), which introduced guided play as a form of early learning support.

Recognising that optimal child development depends on more than nutrition alone, Munch & Move adopts a **holistic approach** by incorporating **parental education on early learning, stimulation**, and **responsive caregiving**, in addition to **nutritional support**. The programme retains proven elements from *Projek Makan Sihat* while introducing new components such as **provision of age-appropriate toys, books**, and **guided playgroup sessions** to promote positive parent-child interaction.

A comprehensive impact assessment is planned for 2025, covering parental knowledge, attitudes, and practices (KAP), child dietary diversity, growth (height and weight), and developmental milestones.

## What We Provide Parents

### Materials



Fresh Grocery Boxes



Toys & Books

### Education



Medical Assessments  
& Consultations



Education Content  
& Support Group



Playgroups



Home Visits by  
Peer Community  
Leaders

**262 children and their families participated**  
**2,984 fresh grocery boxes distributed**



## Casa Care Champions: Empowering Communities from Within

A core pillar of **Munch & Move** was empowering passionate participants to serve as role models and peer leaders within their communities. These mothers, known as **Casa Care Champions (CCC)**, play a vital role in bringing the programme to the families it serves. In 2024, 10 dedicated mothers stepped up to be trained to become CCCs.

Equipped with knowledge on nutrition, child stimulation, and responsive caregiving for children, the CCCs provide personalised support through **one-on-one home visits** to Munch & Move families identified as being at-risk. They also facilitate **Munch & Move playgroup** sessions, creating opportunities for parents and children to engage in guided play.

In 2024, our **CCCs** managed **21 family cases** and made a total of **130 home visits**. The responses from families visited have been overwhelmingly positive, with many expressing appreciation for the practical guidance and encouragement provided by the CCCs.



Smiling faces of our amazing Casa Care Champions.

“

Anak tidak ambil lagi perencah makanan. Saya tidak lagi stress. Lawatan CCC banyak membantu emosi saya. CCC **banyak bagi tips**. Dulu tidak pernah dapat ilham dari mana-mana pihak.

**Puan Nurul\***

Before the visits, things were confusing. I didn't know how to feed [my child]. I wasn't confident. After the visits, I felt **more confident**. After following the tips from CCC, I feel **happier seeing my child eat**.

**Puan Aleesya\***

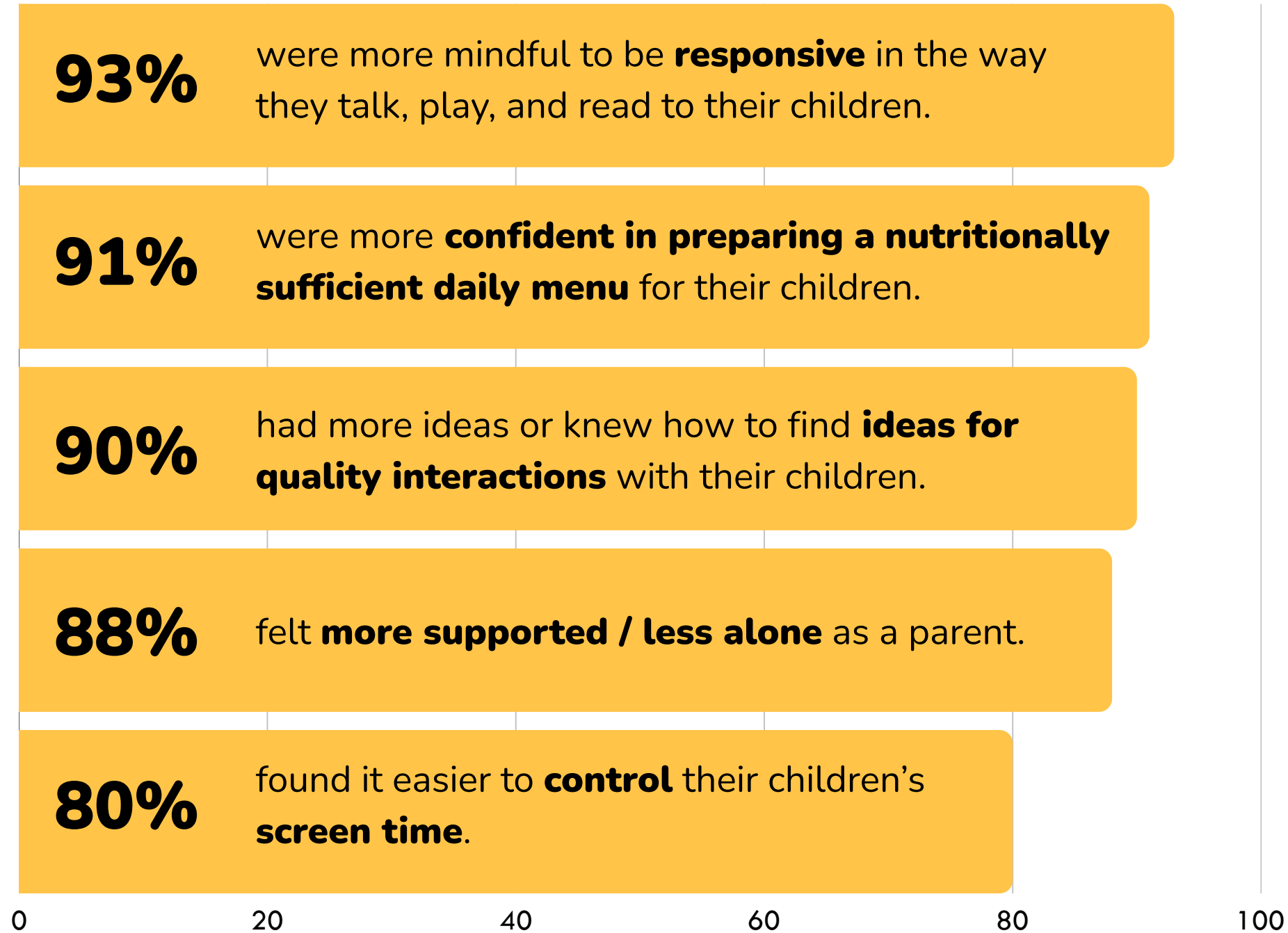
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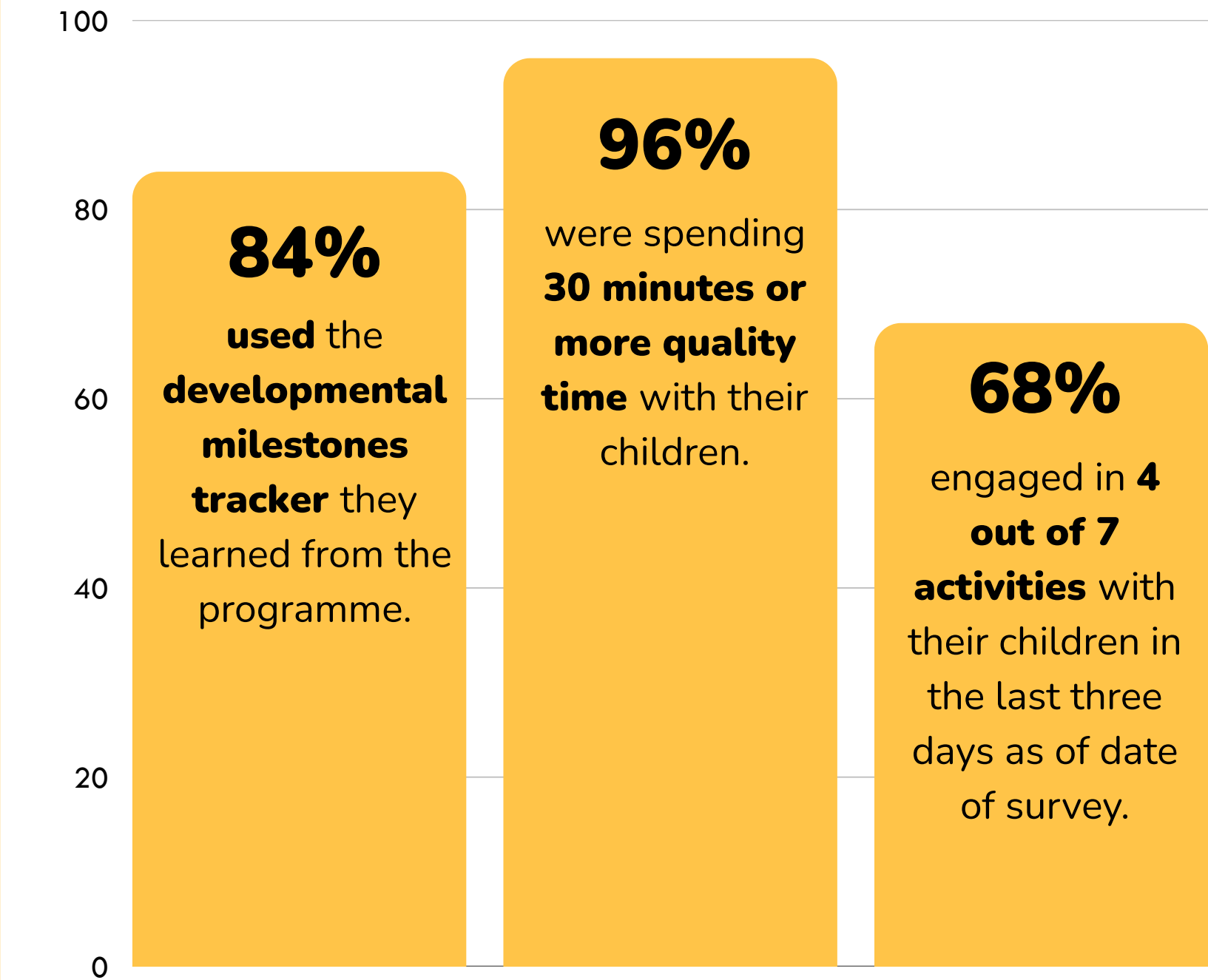
# The Impact So Far...

In December 2024, we conducted a **KAP (Knowledge, Attitudes, Practices)** survey with 137 families as a midpoint check-in. Below are the results.

## Positive Parenting Perception



## Positive Parenting Practices





## What Parents Said

“

Saya dan suami ingin mengucapkan terima kasih pada GG kerana mengadakan program yang sangat **membuka minda kami**. Kami dapat satu pengalaman yang baru sebagai ibu bapa.

**Banyak benda yang kami belajar** dari tak tahu hingga tahu. Masa inilah kami ambil peluang untuk **lebih kenal dan dekat dengan anak-anak kami**. Kami dapat tahu **perkembangan mereka** dari setiap umur, **ilmu pemakanan, kesihatan anak**, dan **cara bermain** dengan mereka. Kami lakukan apa yang terbaik untuk anak-anak dan kami sentiasa sokong program ini.

**Pn. Hamidah\***

”

“

My husband and I **spend more time with** our children now, and we **take turns doing activities** with them. Sometimes, **all of us join in** the activities together.

**Pn. Shahida\***

Saya **memberi galakan** kepada anak untuk melakukan aktiviti yang disukai. Dan bersama-sama menjayakan aktiviti tersebut agar **bonding lebih kuat**, anak **lebih berani dan fokus**.

**Pn. Melati\***

”





# Anak Gemilang

New

## **Anak Gemilang**

A **scholarship initiative** that provides **access to quality preschool education** for children from underserved families.

We aim to **improve primary school-readiness** and **long-term educational outcomes**, while **promoting parental involvement**.

**Anak Gemilang** was established in response to a huge gap we observed in PPR Taman Putra Damai: **many B40 families** were **unable to enrol their children in** nearby **government-run preschools** due to long waitlists. As a result, some children **received no formal early education before entering primary school** at age seven, putting them at a significant disadvantage at the start of their educational journey.

To address this, **Anak Gemilang** was launched in 2024, providing **preschool scholarships** to **6 children aged four to five**. These scholarships cover **2 years of preschool education**, ensuring the children are equipped with the foundational skills they need to thrive in primary school. In other words, we want them to be school-ready.

**Recipients were selected** through a careful process of **interviews and family background assessments**, with a key criterion being whether the children would have access to preschool without this support.

Preschools were chosen based on **proximity** to the children's homes and the **quality of education** provided. 2 kindergartens that met these standards enthusiastically joined the programme after learning about the goals of **Anak Gemilang**.



**5 Anak Gemilang children happily posing with their family members during their year-end showcase.**



# Impact Highlights

## Attendance

In 2024, **2 students** achieved a **strong attendance rate of 91%**, while the **remaining 4** achieved an **attendance rate of 74%**.

The **parents** of Anak Gemilang children **demonstrated steadfast commitment** in **ensuring their children attended preschool regularly**. Absences were minimal and largely due to illness. More importantly, the children expressed excitement in going to preschool, a reassurance that they were **engaged in preschool** and were enjoying themselves.

## Attainment

**5 out of 6 students** showed **clear progress** in the areas of **literacy, numeracy, and social development**, all of which are key indicators of **school-readiness**. However, one student experienced some regression in progress, attributed to recurring illness in November, which affected attendance during that period.

Overall, we are confident that **these children** are **on track to transition successfully into primary school** after another year of preschool in 2025.

*\*Names have been changed to protect the families' privacy*



Pn. Nur Zulaikha was deeply grateful as she never imagined she'd one day see her daughter perform on stage. It became an even more meaningful moment as the child's grandmother and aunt joined in to celebrate at the preschool's year-end showcase.



**Macam sekejap je anak pergi sekolah, dah dapat membuat persembahan di atas pentas.**

**Pn. Nur Zulaikha\***





# Strategic Collaborations - When NGOs Come Together

In 2024, **GG** also played a part in **advancing Early Childhood Development (ECD) through strategic collaborations** with **other NGOs** and **Civil Society Organisations (CSOs)**. Our deep-rooted presence and engagement within the PPR Taman Putra Damai (TPD) community positioned us as **a strong bridge** that **links local families with** impactful **community-centred initiatives**.

These collaborative efforts are valuable, as they enable more **effective resource sharing, alignment of goals**, and the development of a more **integrated community-driven support system** for children and families.

## Naungan Kasih

**Naungan Kasih** is a **Positive Parenting curriculum** co-developed by **LPPKN, UPM, UNICEF, KEMAS, University of Oxford, MASW, and PLH**. It is delivered via a **WhatsApp-based chatbot platform**, providing **accessible parenting advice** and **support** for **parents of children aged two to six**. In 2024, a pilot study was conducted across various communities and preschools.

As an implementation partner under the civil society arm of the **Malaysian Association of Social Workers (MASW)**, GG led the rollout of a **6-week pilot in PPR TPD**, reaching **55 families**. We supported parents in **navigating the chatbot** and regularly shared **parenting tips** via the WhatsApp group chat. Additionally, we helped **train facilitators** to run the pilot study in other communities.

Insights from this pilot will inform the coalition's efforts to scale Naungan Kasih for broader national adoption.



**Excited parents ready to embark on their Naungan Kasih journey during the launch.**





### Kelab Intan Payung (KELIP)

Under the **Kita-Untuk-Kita (K2K)** initiative, GG collaborated with **Thrive Well** to run **Kelab Intan Payung (KELIP)**, a **community-based support programme** for expectant mothers and parents with children aged three and below.

In PPR TPD, GG played a strategic role in **recruiting and managing KELIP participants**. We also **developed educational infographics on child and maternal health**, which were then **disseminated via dedicated WhatsApp groups** for both PPR TPD and another PPR location under Thrive Well's purview.

Additionally, GG **conducted training sessions for KELIP Ambassadors**, covering key topics such as child developmental milestones, nutrition, and growth. Our team also **contributed insights and experience to enhance** several of **KELIP's activities**, including *Mari Main* (Play Date), *Masak Apa Tu* (Cooking Class), and *Ziarah KELIP* (Home Visit Programme).



**Celebrating the graduation of the ambassadors for KELIP.**



## Helping Students Build Literacy and Numeracy







# COMMUNITY LEARNING PROGRAMMES



# Community Learning Programmes

## English

**KidzREAD** is an **individualised English reading programme** that aims to **instil the love of reading** in children while increasing their level of **English literacy** through **small group mentoring**.

## Mathematics

**Learning through Individualised Teaching (LIT) Mathematics** is an **academic guidance programme** where primary school students learn to improve their Mathematics through individualised teaching.

## Bahasa Melayu

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

GG's commitment to improving literacy and numeracy through our Community Learning Programmes (CLP) continued in 2024, as we remained active in serving the communities of **PPR Taman Putra Damai** and **PPR Sri Pantai**.

With a larger team of 114 dedicated volunteers this year, we successfully maintained a **strong 1:3 mentor-to-student ratio** in our CLP sessions, ensuring that each student received the individualised mentoring needed to learn effectively.



**209**  
**Students**

**114**  
**Volunteer**  
**Mentors**



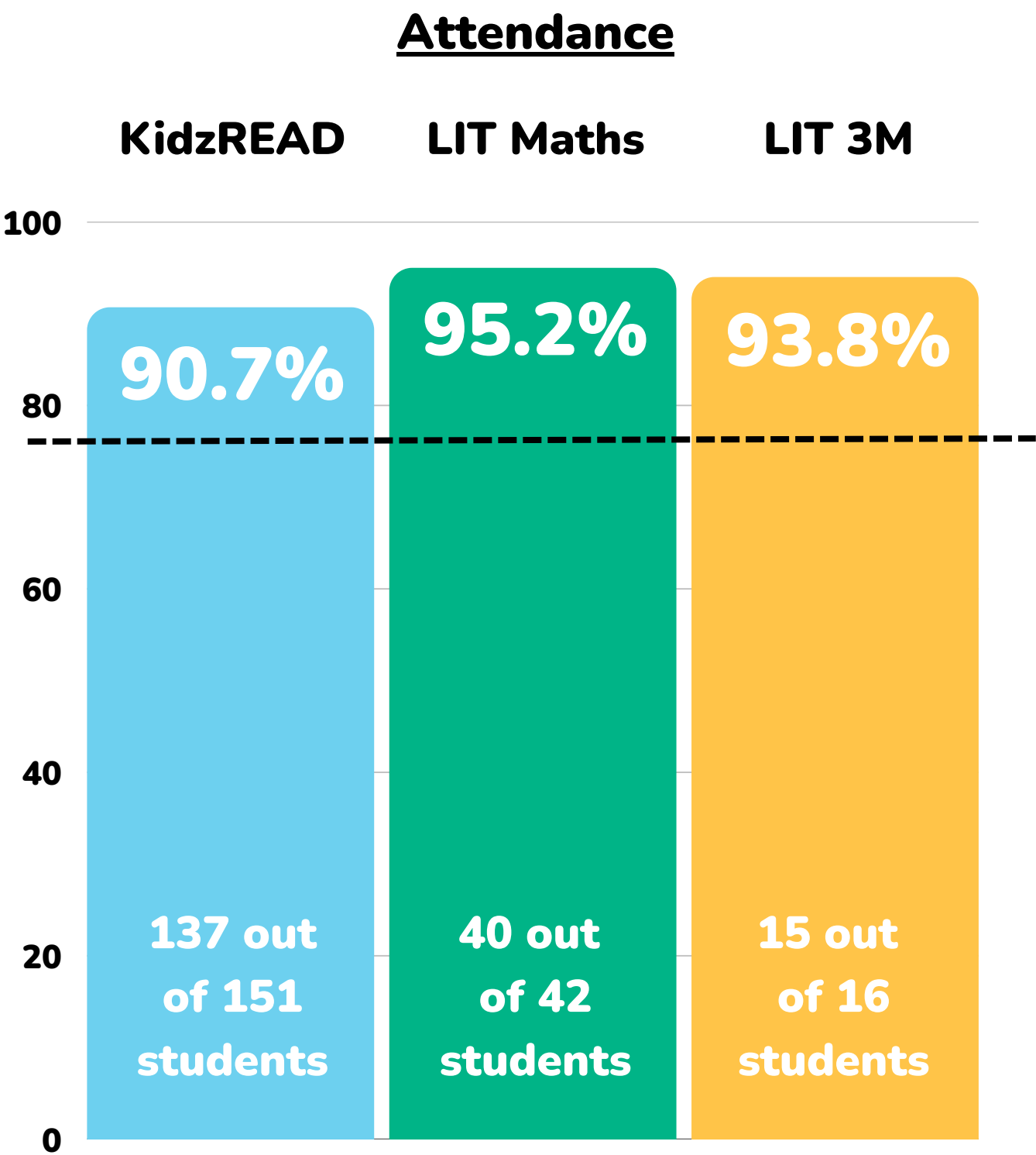
# Our A's

**Attendance** and **Attainment** are the main focus areas we look at when assessing the impact of our Community Learning Programmes.

## Attendance

In 2024, students maintained a **high attendance rate** across the board, with **more than 90% of students** in the respective programmes attending at least 70% of sessions throughout the year. This was an indication that students are showing genuine interest in learning through our Community Learning Programmes.

Learning is a cumulative process - each session builds upon the last, hence we believe in the importance of good attendance. Regular engagement with learning materials ensures students build upon previous lessons and retain what they learned effectively.



**Goal:**  
70% of students maintained  
70% attendance rate and above

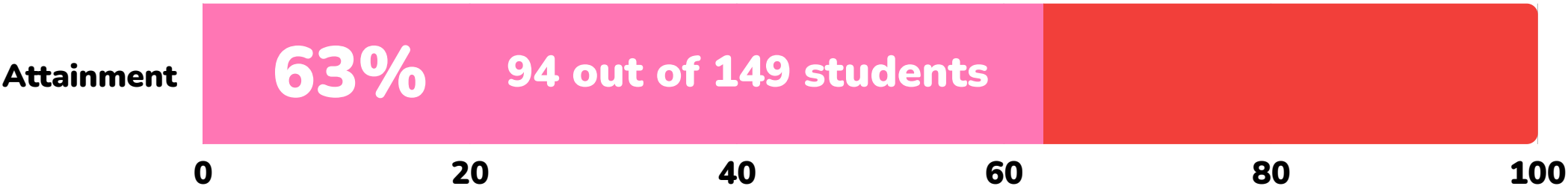


# Attainment

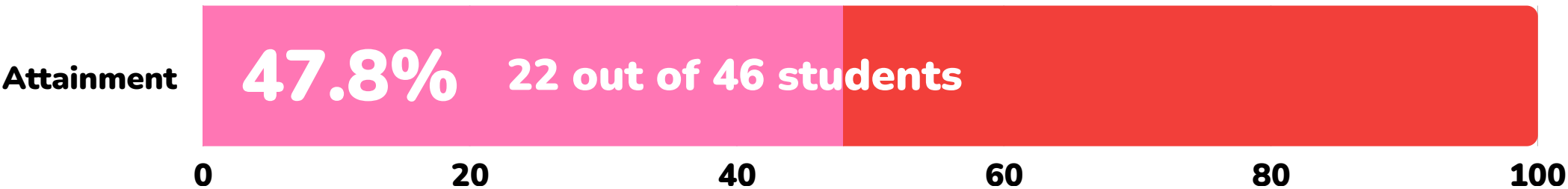
## KidzREAD

The integration of **MYReaders Literacy Toolkit** into our **KidzREAD syllabus** played a key role in supporting our students' growth in 2024. Its phonics-based approach and localised stories enabled mentors to teach pronunciation and word blending more effectively, reinforcing school-based learning.

**63% of students improved by at least one reading level**, marking significant progress in their literacy development.



46 students aged nine and above who were significantly behind were given targeted attention and support, leading to **22 students (47.8%) reaching Level 3**, an important milestone in their reading journey.



**21 students**  
**graduated from KidzREAD!**





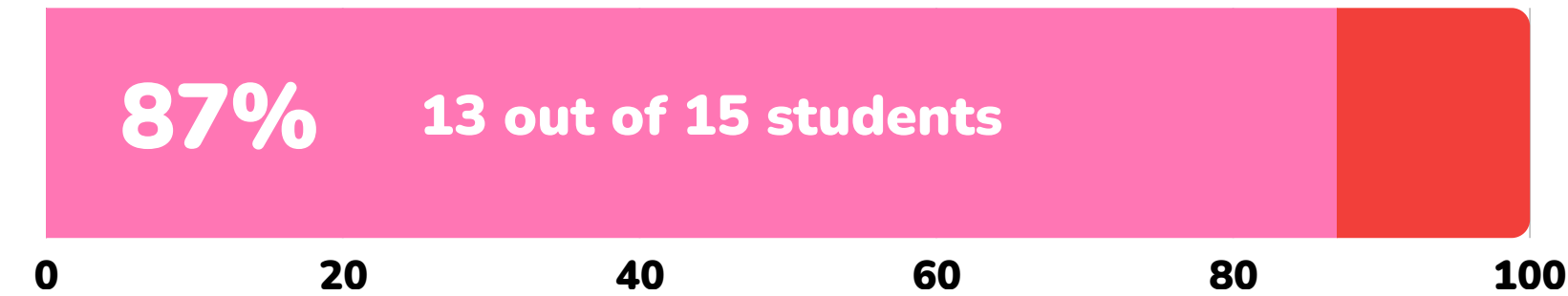
**LIT Mathematics**

Recognising the critical role that **multiplication** and **division** play in understanding more advanced topics at the secondary level, we placed more emphasis on these two foundational concepts to strengthen our students' mastery and confidence

With this objective in mind, we adopted a new approach to measure student progress in 2024. Students were grouped into two categories, each with a tailored goal that better reflects their starting points and learning needs.

**Innumerate Students**

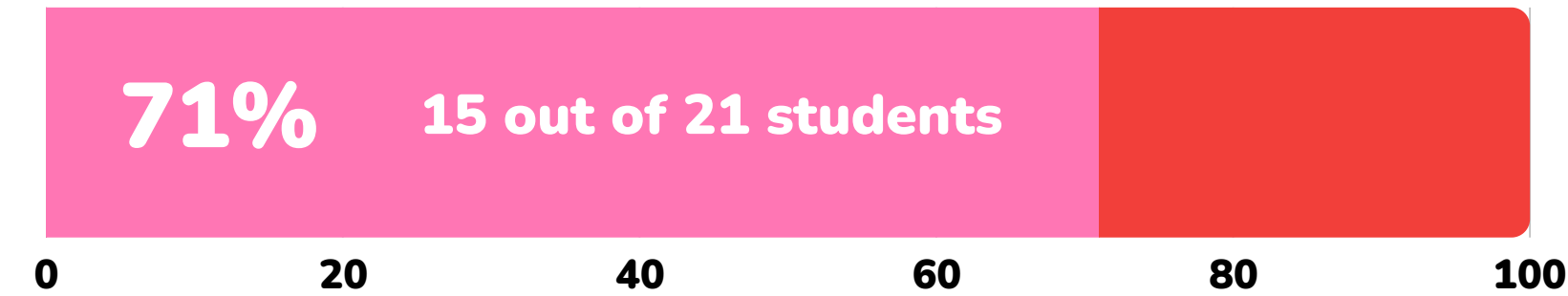
**13 out of 15 students** achieved the learning goal by end of 2024.



**Learning Goal:**  
Mastering addition and subtraction up to 3 digits

**Numerate Students**

**15 out of 21 students** achieved the learning goal by end of 2024



**Learning Goal:**  
Mastering multiplication and division

**Innumerate Students**

**Students aged nine and above** whose **numeracy skills** are **below their age level**.

**Numerate Students**

**Students aged nine and above** whose **numeracy skills** are **at their age level**.

**5 students**  
**graduated after mastering materials at their respective age level.**

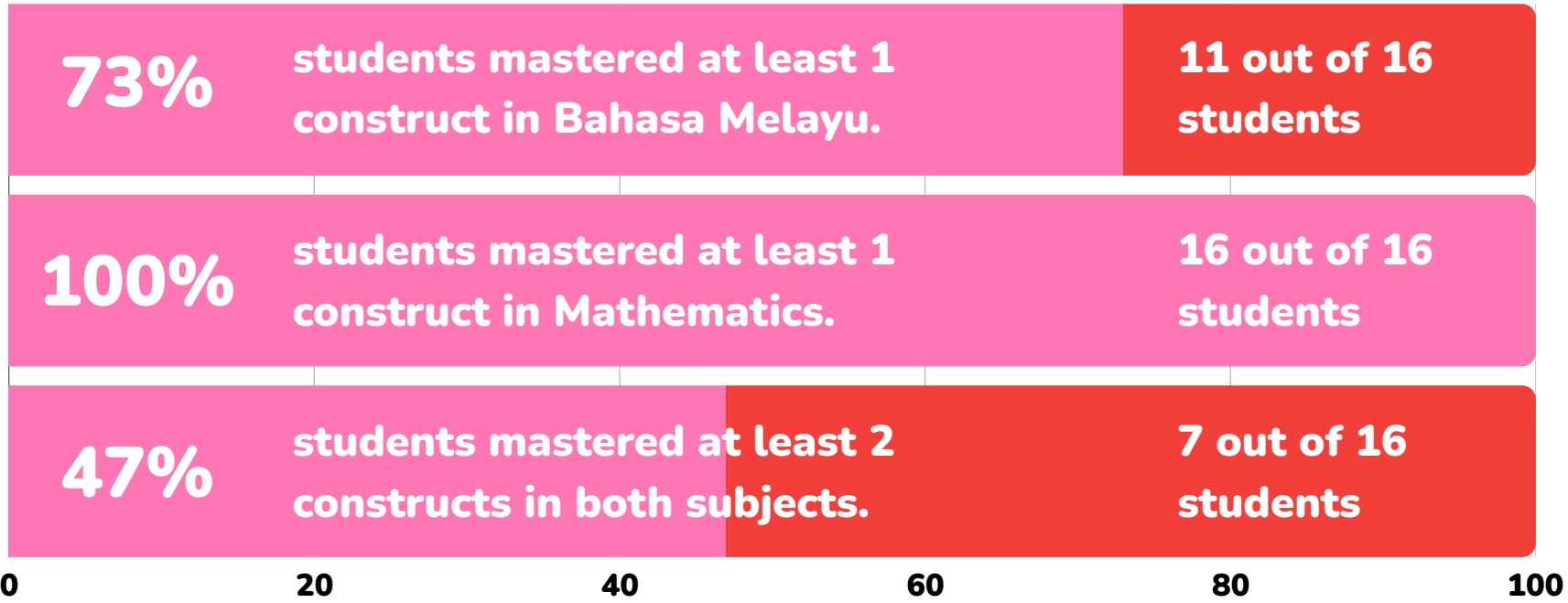


LIT 3M

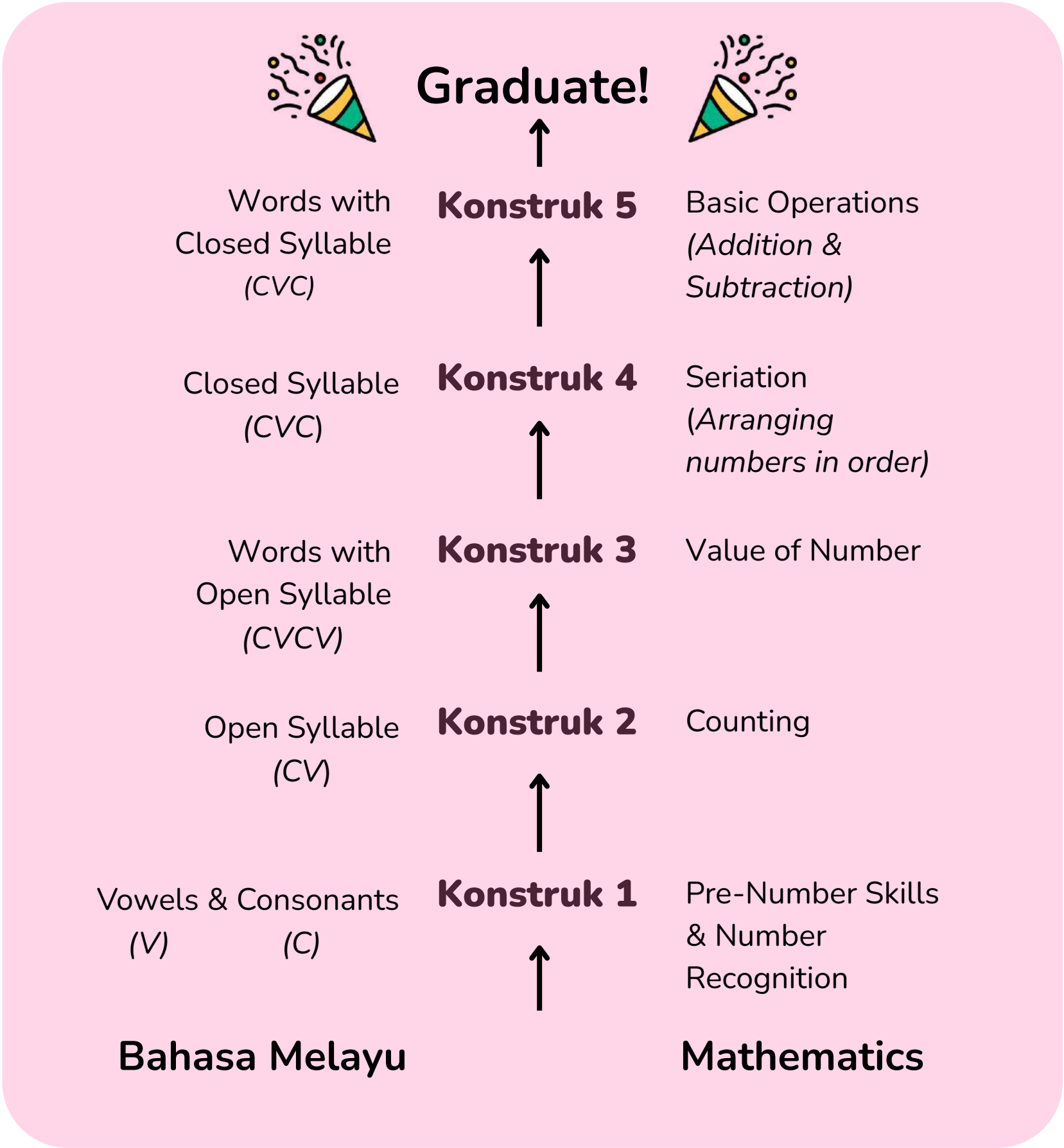
LIT 3M is designed to support **students aged eight to nine** who are **in kelas pemulihan (remedial classes)** by helping them master the five fundamental constructs in both **Bahasa Melayu** and **Mathematics**.

This programme was run in **PPR Taman Putra Damai**, with the support from the principal and remedial class teacher of a nearby school who helped us identify and recruit students who needed the extra support.

By mastering all five constructs in each subject, students demonstrate the foundational literacy and numeracy skills necessary to graduate from LIT 3M and continue learning more effectively in school.



**3 students**  
**graduated from LIT 3M!**





## Rewarding Students for Their Progress

Our students are encouraged to demonstrate **positive behaviour**, **consistent attendance**, and **personal growth** through **a coupon-based reward system**. Throughout the programme, they collect coupons as recognition of their efforts. At the end of the year, they can redeem these coupons for exciting prizes during Gift Shop Day, a much-anticipated event that students look forward to every year.

## Learning Beyond the Classroom

Learning goes beyond workbooks; students also learn by experiencing the world around them. Every year, our students go on an excursion together. These **outings provide valuable opportunities for experiential learning**, allowing our students to **explore, observe** and **connect with their surroundings** in meaningful ways.

This year, a group of our students visited **Farm Fresh, UPM**, while another explored the **Selangor Fruit Valley**. They had lots of fun!

## Partnering with Parents

**Parents-Mentor Meet** served as a meaningful platform for us to **engage with our students' parents**. During these meetings, we shared **updates on their children's progress** while **learning about their lives** beyond our programmes.

Parents responded to this initiative positively as they opened up about their children's achievements and challenges in school, while our mentors offered encouragement and practical tips to help them better support their children's education.



**Students learning about their environment and enjoying themselves on our year-end outing.**



**Parents-Mentor Meet: an opportunity for mentors and parents to connect.**



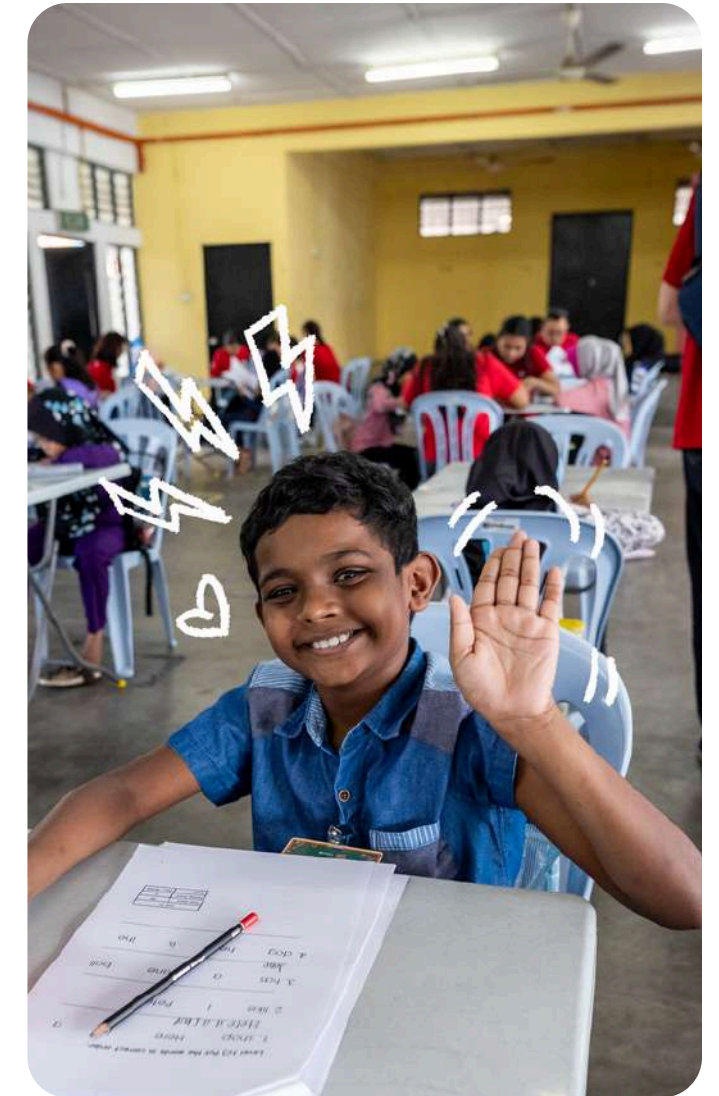
## Story from LIT 3M - Where Change Begins

At 8, Intan\* was far behind in school, she **couldn't recognise basic letters** and **rarely attended class**. On her remedial class teacher's recommendation, her parents enrolled her in GG's LIT 3M programme.

At first, Intan struggled to engage due to past negative experiences. She was absent from LIT 3M often, but slowly, something shifted. She **began showing up regularly**. With **consistent support from her mentors**, Intan, who was once reserved and afraid to make mistakes, started to **gain confidence, smiled more**, and **began to enjoy learning**.

Intan **attended 11 sessions consecutively** on her own accord, surprising even her parents! Intan said she loved coming because her mentors were kind and never judged her. The safe, caring space in LIT 3M combined with her mentors' tireless guidance made all the difference.

It's a small but powerful step, and we're hopeful for an even bigger impact in the year ahead.





## Empowering Youths and Understanding Their Needs





# YOUTH DEVELOPMENT





# Youth Development

## Super Sarapan

A **school-feeding programme** that aims to **reduce hunger** and **food insecurity in schools** by **providing one meal a day** in partnership with schools and canteens.

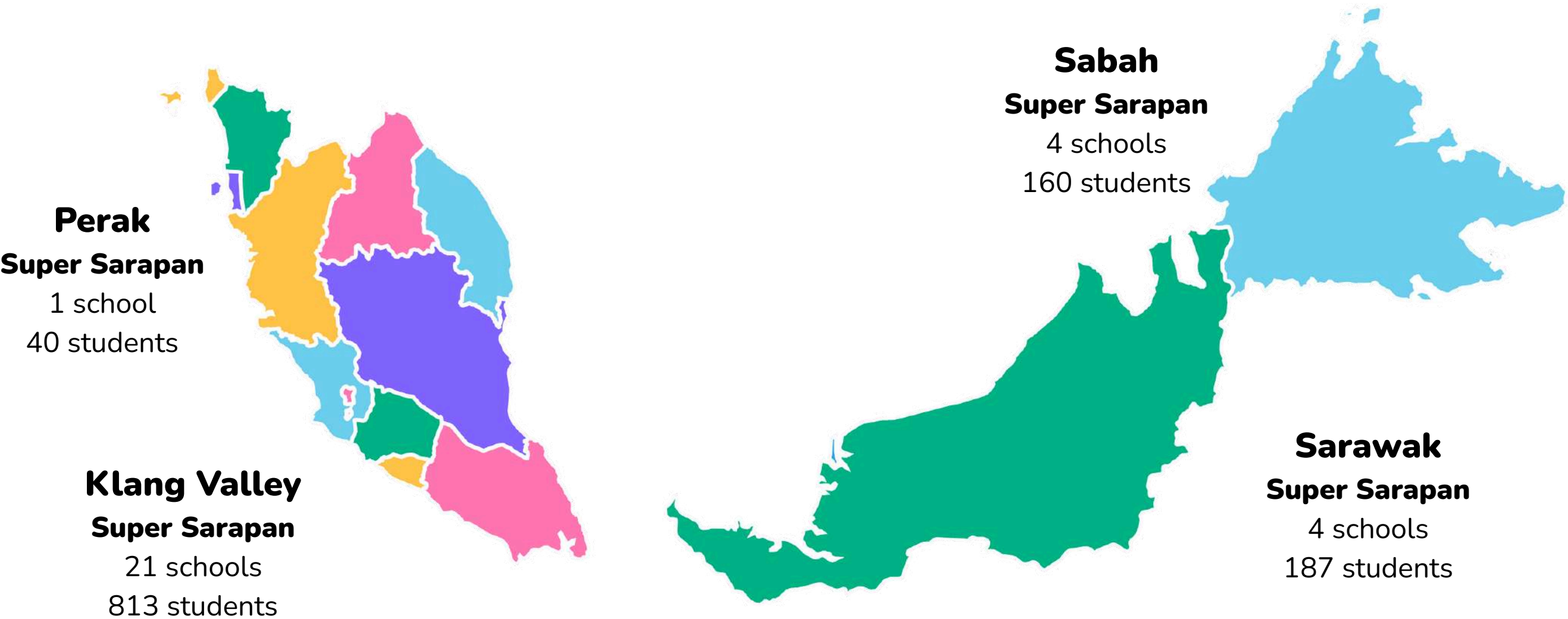
**1,200**  
**Students**

**30 Schools**

**182,638**  
**meals**  
amounting to  
**RM907,458**

2024 marked the tenth year of **Super Sarapan**, our school feeding programme dedicated to addressing school hunger among underserved students across Malaysia. Over the past decade, the programme has grown into a vital intervention, ensuring that thousands of **children start their school day with a nutritious meal**.

Super Sarapan is a **collaborative initiative** made possible through the combined efforts of **GG, school administrators, teachers, canteen operators, elected student leaders**, and our **public and corporate donors**. Each stakeholder is vital in ensuring the programme’s success and sustainability.





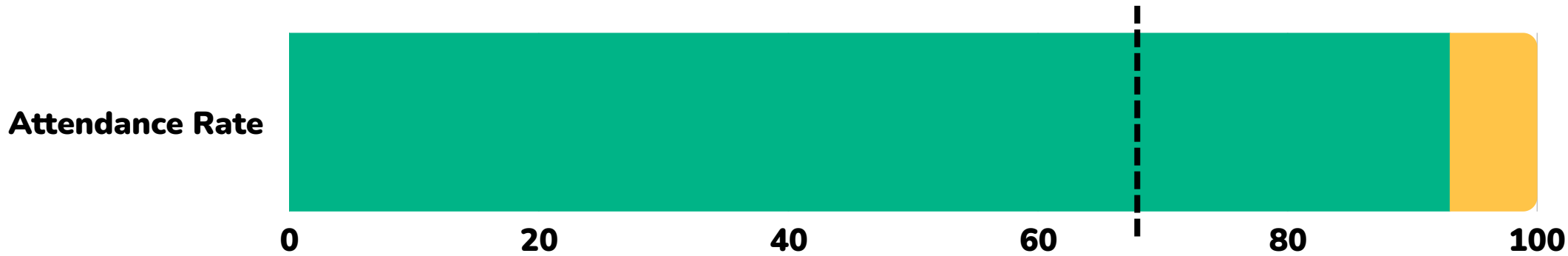
# Not Just a School Feeding Programme

In the third quarter of 2024, **programme audits** were conducted to evaluate key areas such as **food quality, portion sizes**, and the availability of the **3 main food groups (carbohydrates, proteins, and vegetables)**. These audits also provided valuable insights through feedback from canteen operators, teachers, and the students themselves.

Representatives from three of our corporate partners, **Paramount Corporation Berhad, Cummins Sales & Service Sdn. Bhd., and SapuraOMV Upstream (Sarawak) Inc.**, participated in the audits conducted at the schools they sponsored. Their involvement provided them first-hand experience of Super Sarapan’s process and its impact.

With a guaranteed warm meal at school, we hope that Super Sarapan would not only **alleviate hunger**, but also **encourage students to stay in school**. As such, we **monitor the school attendance**, and where necessary, conduct follow-ups with students who had issues with absenteeism to better understand their’ circumstances and provide appropriate support.

**Super Sarapan students maintained an average of 93% school attendance rate in 2024**



More than just a meal, Super Sarapan offers students relief, encouragement, and the reassurance that they are not alone—that there are people who believe in their potential and are committed to their success.



**Interviewing Super Sarapan students to get their feedback.**



**Canteen operators play a crucial role in Super Sarapan—they provide the meals for students!**



## Words From Our Students

“

**When I come to school, I'm not worried for food.**

”

During our audit, we found out that Ahmad\*, a Form 3 student, only receives **RM5** pocket money **per week**. When asked what he usually eats for lunch, he replied, “I usually buy a packet of *lekor* (fish crackers) at RM1.”

Ahmad used to rely on a single packet of *lekor* to get through school, as his mother, caring for two younger children and a sick husband, could only spare RM5 a week.

Today, with **Super Sarapan**, he receives a full, nutritious breakfast every day. He shared that he's even started gaining weight—a small but meaningful sign of better health. Super Sarapan gave Ahmad more than a meal; it gave him the nourishment he was missing.

*\*Names have been changed to protect the beneficiaries' privacy*



“

**I am grateful for Super Sarapan because I get to experience so many variety of food and I can save my pocket money to study culinary art after Form 5.**

**Free food for students like me means so much. It keeps us energized and focused on our studies.**

**I get to eat with my friends now, and my mom isn't worried about my meal in school anymore. Thank you Super Sarapan!**

**Saya nak simpan wang saku supaya ada modal untuk buka bisnes pada masa depan.**

”





# Kelab Gemilang

New

## Kelab Gemilang

A **mentorship programme** that focuses on **Positive Youth Development (PYD)**. It promotes the **5Cs** of PYD: **Competence, Confidence, Connection, Character** and **Caring**. We aim to **empower youth** and **build their self-esteem**, with the hope that they will ultimately contribute to their community.

In our efforts to better understand the needs of youths in PPR Sri Pantai, we conducted a survey that revealed three key areas of struggle: **low self-confidence**, a **lack of role models**, and **unclear career pathways**. Those insights helped us to design **Kelab Gemilang**, a youth development programme based on the **Positive Youth Development (PYD) framework**.

**Kelab Gemilang's** pilot **cohort** was made up of a small but vibrant group of **24 youths aged ten to seventeen** from **PPR Sri Pantai** and the neighbouring **Kampung Limau**. To ensure content was age-appropriate and impactful, the youths were grouped by age and paired with **dedicated volunteer mentors**. This enabled mentors to tailor their guidance to each group's specific developmental needs, resulting in stronger engagement, deeper learning, and more meaningful participation.

Over the course of 12 sessions, participants engaged in **experiential learning activities** designed to **build essential life skills, confidence, resilience**, and **leadership capacity**.

24 YOUTHS



12 Sessions



## Topics Covered

- Understanding the Self
- Managing Emotions
- Self-Confidence and Empathy
- Communication Skills
- Character Development
- Financial Literacy
- Decision-Making Skills
- Cyber Wellness
- Time Management



# Helping Youths Find Their Voice

By the end of **Kelab Gemilang**, youths reported the strongest growth in the following areas:

## Competence

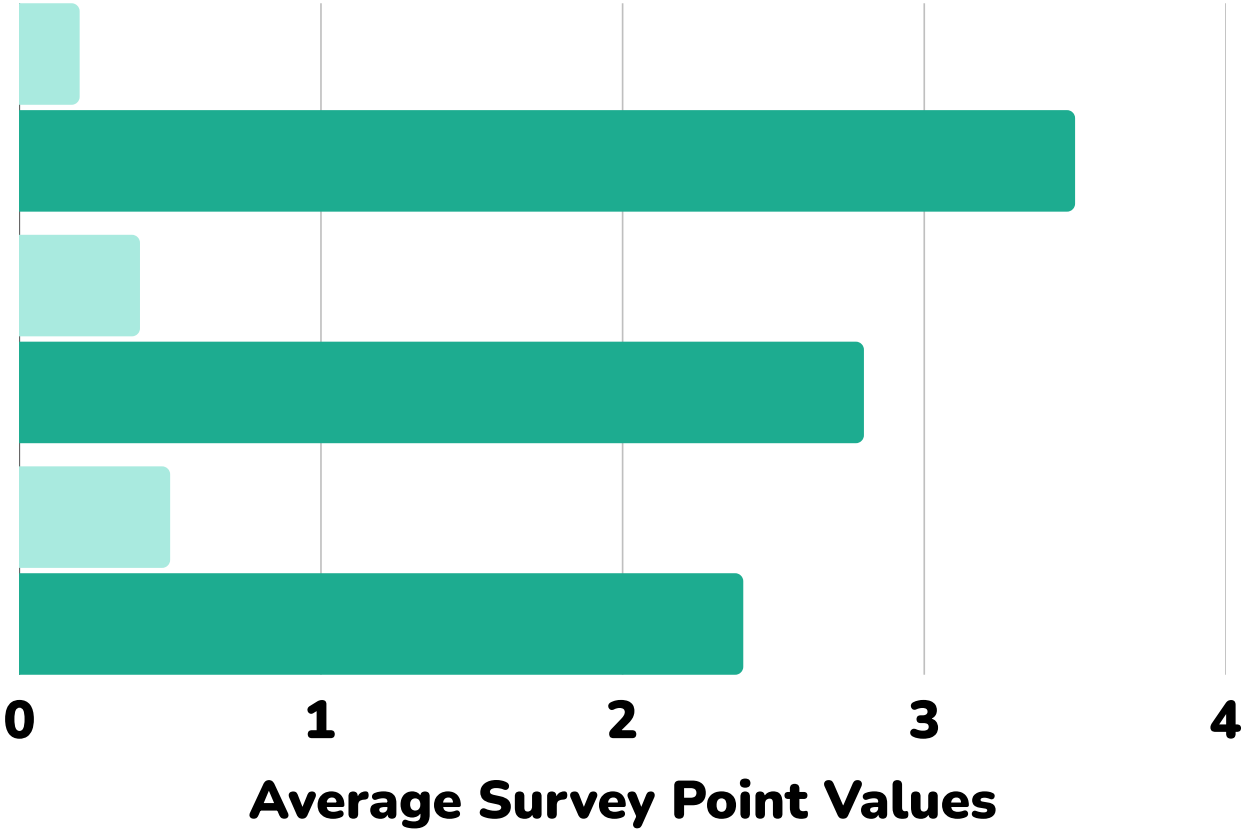
Having a positive view of their own action and practice skills.

## Character

Having a stronger moral compass and sense of responsibility.

## Confidence

Overall positive self-worth and self-efficacy.



● Pre ● Post

Over the course of the programme, we observed:

- Youths who kept to themselves started **sharing more openly** with their mentors and peers.
- Youths who felt helpless started **speaking** and **advocating passionately** about **improvements for their neighbourhood**.
- Youths can **articulate areas of self-improvement** they want to work on, such as emotional regulation, public speaking, social awareness, and problem-solving

These shifts reflect a **growing sense of agency** and **self-awareness** among the youths. They're finding their voice and are using it positively!







## Youths Pitching for a Better Tomorrow

A key component of **Kelab Gemilang** was a community challenge, where the group of youths, with guidance from their mentors, **identified real-world issues** in their neighbourhoods and **developed practical proposals** to address them.

The programme culminated in a final **showcase**, where **participants presented their ideas to a panel of judges**. For many, it was their first experience speaking publicly and pitching their ideas. Some were pleasantly surprised at their own ability to present in front of an audience.



Winners of the Kelab Gemilang Showcase were rewarded with an educational tour of Laticrete's factory.



From proposing collaborations with the residents' association to safeguard the electrical room that was left unlocked, to organising gotong-royong efforts to beautify common areas where youths hang out in, the ideas presented were both creative, practical, and **reflected the youths' sense of ownership towards their community and neighbourhood**.

We look forward to supporting them as they take the next step in 2025: **turning their proposals into reality**. By empowering the youth and helping them find their voice, we believe they will be the exemplary next generation that will impact Malaysia.





“

Saya tak pernah buat interview... tapi saya boleh jawab.

”



Farhana\* had never spoken in front of a group before. She was nervous and unsure if she was even ready to try.

But through the 12 **Kelab Gemilang** sessions, from group games to peer presentations, Farhana found her voice. Encouraged by her peers and mentors, she **stood in front of an audience** during the showcase.

She spoke clearly and firmly, sharing her group's proposal of mobilising youths to clean up their community hall. To her own surprise, Farhana easily answered questions posed to her.

It was Farhana's first interview. But she carried herself with courage and confidence.

\*Names have been changed to protect the beneficiaries' privacy



## Responding to Educators' Needs



English Panel teachers in one of the schools excitedly posing with the teaching materials they prepared.

Through the conversations with teachers from our Super Sarapan schools in **East Malaysia**, we were aware of teachers who wanted to **improve their students' literacy levels**, but **faced resource constraints**. Keen on helping these teachers realise their projects to help their students, we decided to provide short-term support to them.

Teachers were invited to **submit proposals for literacy projects** they were passionate about. Two schools, **Sekolah Kebangsaan Miri** and **Sekolah Kebangsaan Merbau**, were selected to receive support. We provided funding to these Miri schools to run their projects from August 2023 to March 2024.

The **teachers had full autonomy over the design and implementation** of their projects, with GG supporting via **frequent check-ins, consults in project management**, and the **monitoring of student attendance and attainment**. We are thrilled that the outcomes showed growth, attainment, and better participation from students.

Insights gained from this will help us design a grant structure to better support more under-resourced education initiatives in schools.



# BEHIND THE SCENES





# Our Volunteers

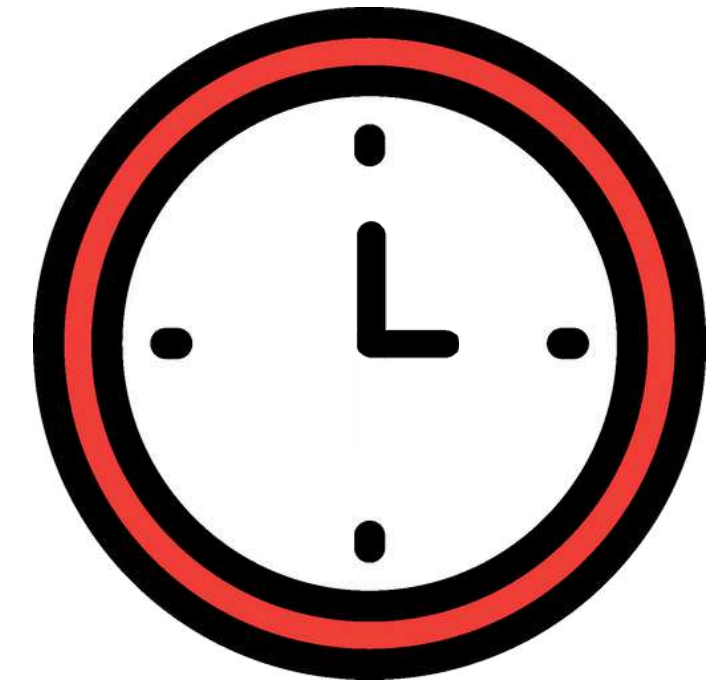
In 2024, we had a total of **317 active volunteers** who journeyed with GG as we went out every week to serve our beneficiaries. Out of them, **237 were new volunteers**, many of whom heard about GG through our social media efforts.

At GG, volunteers don't just support our work, they empower it! From spending weekends **tutoring a child**, to **running activities**, **snapping powerful moments**, or **quietly entering data** behind the scenes, our volunteers **show up in countless ways**. Each of them bring something unique, and together, we spark real change in the lives of our community.

**317 Active Volunteers**



**Together we make  
impact possible**



**4,443 Volunteering Hours**



# Our Volunteers

In 2024, we started supporting our education programme mentors through **Mid-Year Recharge workshops**.

It was an opportunity for all education programme volunteers to come together **to connect with each other**, while also **being equipped with the tools to engage and teach their students** better.

Among the topics that were shared:

- **Kids Engagement Techniques**
- Techniques to teach **Phonics and comprehension** for **KidzREAD**
- Methods to explain **mathematical concepts** for **LIT Mathematics**

Participants also practised what they learned through role-playing.

All 35 volunteers who showed up left the workshop smiling and looked recharged.



**As much as I'm teaching them, I'm also learning from them. Learning how they see the world... how they find joy in the smallest things.**

**It's a reminder for me that there's still some good in the world that's worth my attention.**

**- Foong, LIT Mathematics Volunteer**



**I talked to a junior mentor about her family, and hearing how hard her parents are working to provide her with the best education, despite their struggles, really touched me. It was a powerful reminder of how important education is and the sacrifices so many families make for their kids.**

**- Putri, KidzREAD Volunteer**





# Seven Years of Showing up

**Cheong and Megan**, a husband-and-wife duo, are among **GG's longest-serving volunteers** who have been steadfast pillars in our **KidzREAD programme** since 2018.

Their journey began in PPR Taman Putra Damai, where, week after week, they **dedicated their time to mentoring children**, guided by a shared belief in the life-changing power of education. Seven years have flown by, but their commitment did not waver.

**What kept them coming back?** It was **the transformation they witnessed up close**: the shy glances of children evolving into confident smiles, the quiet hesitation giving way to curiosity and enthusiasm for learning.

As Cheong and Megan put it,

“Seeing the sparks of hope in the children’s eyes fueled our dedication and reminded us why we’re here in KidzREAD. Every effort, no matter how small, lights the way towards a brighter future for these children.”





# Our Partners & Contributors

Thank you for your generous support





# Our Partners & Contributors

Thank you for your generous support





# Our Organisation

## Team Growth

After two years of staffing challenges, we're pleased to report that 2024 marked a turning point. We successfully **filled key vacancies** with new talent, bringing our team fresh energy and new perspectives.

By year-end, our team expanded to **22 staff members**. On top of that, we continued to engage contract staff to support a variety of short-term projects, ensuring flexibility and expertise where needed.

## Contract Workers

- **4 medical students** joined as research assistants for Munch & Move.
- **10 parents** of Munch & Move **became Casa Care Champions** and conducted house visits to support at-risk families in reaching their child's developmental milestones.
- **2 contract staff** and **2 interns** joined our various departments to support a range of projects.





# FINANCE





# Governance & Accountability

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

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

- GG is registered with the **Companies Commission of Malaysia, Registration No. 201401045029 (1121213 – V)** under the Companies Act 2016.
- An **annual audit** is obtained in accordance with approved standards on auditing in Malaysia **by an independent public accounting firm, Baker Tilly Monteiro Heng PLT**, Registration No 201906000600 (LLP0019411-LCA) & AF 0117. The **financial statements of Yayasan Generasi Gemilang** were audited and found to give **a true and fair view of the financial position of the Yayasan as at 31 December 2024**, 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 until 31 May 2025**. GG's income will be exempted from tax during this period. This tax-exempt status has been **renewed in 2025**, lasting from **1 June 2025 until 31 May 2030**.
- 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 ensuring that **all donations** and **grants** received are **used for their intended purposes** and look to **leverage funds for maximum impact**.



# Financial Highlights 2024

## 1. Steady Giving, Steady Impact

In 2024, we experienced a steady year, both in operations and in the continued generosity of our supporters. **Donations held strong**, with a **14% growth**, allowing us to keep our core programmes running smoothly while making room for future growth.

Behind every *Ringgit* was a donor who believed in what we do. And that belief means everything. Your trust fuels the work we do and we're truly grateful for it.

## 2. Investing in Our Digital Voice

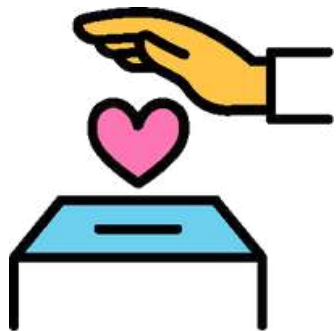
This year, we focused on **strengthening our presence online**—amplifying our digital voice and moving in step with how communities engage today. We refreshed our website, grew our social media content, and shared more stories from the ground—so our audience could see and feel the impact of their support.

We were proud to collaborate with **Rexie The Dino Sdn. Bhd.**, who helped us build up our digital presence on Instagram and TikTok, and **SPIN Communications Sdn. Bhd.**, who generously contributed pro bono expertise in branding and design. Thanks to their support, we reached more people and connected more deeply.

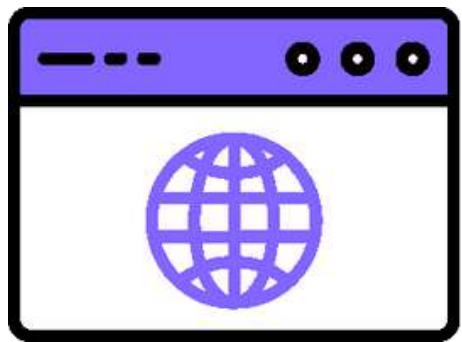
## 3. Foundations for Tomorrow

To prepare for what's ahead, we made thoughtful **investments in our systems** and **infrastructure**. Our **operating expenses rose 17%**, mainly in preparation for Malaysia's upcoming **e-invoicing requirements** and to implement new changes to our Finance internal capacity needed for growth.

Spending is carefully monitored to remain within a healthy range and aligned with our organisational needs.



**+14%  
Donation  
Growth**



**New Website  
Launched**



**Social Media  
Growth:  
Instagram: ↑ 63%  
TikTok: ↑ 5%**



# Financial Overview 2024

## Income

	2024 (RM)	
<b>Donations</b>		
• Individual Donations	2,085,427	51.4%
• Foundations & Other Organisations	1,015,440	25.1%
• Corporate Donations	916,257	22.6%
<b>Programme Contribution</b>	13,577	0.3%
• Other Operating Income	22,772	0.6%
<b>TOTAL INCOME</b>	<b>4,053,473</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.

**PROGRAMME CONTRIBUTIONS** are received for workshops and community programmes, either organised directly by us or in collaboration with partner organisations during the year.

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



# Financial Overview 2024

## Spending by Functions

	2024 (RM)	
Charitable Activities	2,536,848	73%
Stakeholders Relations Management	419,600	12%
Operating Expenses	515,076	15%
<b>TOTAL SPENDING</b>	<b>3,471,524</b>	

**Expenditure on Charitable Activities** includes programme staff costs and programme material costs.

A further breakdown of charitable activities are as follows:

	2024 (RM)	
Education Accessibility	1,288,403	37%
Family Education & Empowerment	752,116	22%
Academic Learning & Enrichment	450,403	13%
Value Based Learning	45,926	1%
<b>TOTAL SPENDING</b>	<b>2,536,848</b>	

**Expenditure on Stakeholder Relations Management** covers staff costs and expenses incurred for communications and building stakeholder relationships.

**Operating Expenses** covers operational staff costs, premises and administrative expenses.



# Financial Statements

## Statement of Comprehensive Income

INCOME	1 JAN 2024 to 31 DEC 2024	1 JAN 2023 to 31 DEC 2023
Donations	4,017,124	3,513,530
Programme Contributions	13,577	2,500
Other Operating Income	22,772	9,503
<b>TOTAL INCOME</b>	<b>4,053,473</b>	<b>3,525,533</b>
<b>EXPENSES</b>		
Charitable Activities	(2,536,848)	(2,642,301)
Stakeholders Relations Management	(419,600)	(281,266)
Operating Expenses	(515,076)	(440,780)
<b>TOTAL EXPENSES</b>	<b>(3,471,524)</b>	<b>(3,364,347)</b>
Surplus Before Taxation*	581,949	161,186
Taxation		-
<b>TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL PERIOD</b>	<b>581,949</b>	<b>161,186</b>

\*This amount is tax-exempted



# Financial Statements

## Statement of Comprehensive Income

ASSETS	1 JAN 2024 to 31 DEC 2024	1 JAN 2023 to 31 DEC 2023
Non-Current Asset		
Equipment	19,930	15,002
Right-Of-Use Assets	184,819	254,125
	204,749	269,127
<b>Current Assets</b>		
Trade Receivable	1,200	-
Donations Receivable*	-	197,320
Other Receivables	29,802	34,142
Fixed Deposits with Licensed Banks	1,245,580	1,027,377
Cash & Bank Balances	1,722,076	1,307,244
	2,998,658	2,566,083
<b>TOTAL ASSETS</b>	<b>3,203,407</b>	<b>2,835,210</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
Accumulated Funds	1,001,989	420,040
<b>Non-Current Liabilities</b>		
Lease Liabilities	130,091	202,458
<b>Current Liabilities</b>		
Lease Liabilities	72,367	68,388
Other Payables	43,954	39,289
Deferred Income	1,955,006	2,105,035
	2,071,327	2,212,712
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>3,203,407</b>	<b>2,835,210</b>

\* The amount of RM197,320 was expected to be received as part of a total contribution for a specific ongoing programme.



# Support Our Work!

Resonate with what **GG** does? **Get involved** and make an impact in the lives of underserved communities through the following ways:

## Donate



Make a donation today or be a monthly pledge donor!

Visit <https://www.gengemilang.org/donate/>  
Or scan here



## Volunteer

Be a volunteer and come on-ground with us to see your impact first hand!

Sign up at <https://www.gengemilang.org/volunteer/>



## Partner

Interested to involve your organisation in a CSR opportunity?

Schedule an online appointment with us at  
<https://www.gengemilang.org/partnership/>





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🌐 <https://www.gengemilang.org/>

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