



# NEW BEGINNINGS

YAYASAN  
GENERASI  
GEMILANG



**ANNUAL REPORT 2014/2015**

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Effective March 2015, all activities of Persatuan Kebajikan  
Generasi Gemilang (PKGG) have been taken over by  
Yayasan Generasi Gemilang.

Yayasan Generasi Gemilang (GG) is a charitable foundation  
incorporated as a company limited by guarantee under the  
Companies Act, 1965. GG continues to operate in its  
current structure and is governed by a Board of Trustees.  
Although we are officially known as a foundation instead  
of a society, our people, passion and commitment to our  
vision remains the same. This publication's reporting  
period is unique as it captures operational activities of  
PKGG for the entire 2014 and the transition to GG  
foundation up to March 2015.





# VISION

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



# MESSAGES



**WONG KOON TATT**  
*Chairman*

When we look at how far we have come in a short span of 5 years, it is humbling to remember how we began as a few projects run by just 5 people. Generasi Gemilang (GG) was founded in 2010 with the desire to positively influence the nation and impact the next generation regardless of race and creed.

5 years later, we celebrate a significant milestone being officially incorporated as a foundation in December 2014 – enabling us to continue pursuing our vision and invest further in the enrichment of individuals, families and communities.

From 5 people and a few projects we have multiplied manifold. In 2014 alone, we impacted over 10,800 youth, 6,200 families, 1,700 children in 21 schools, 16 organisations, 10 universities & colleges, 6 communities, and 7 children homes. Not without the help of over 700 GG volunteers, 800 students and 500 staff from our corporate partners.

We sincerely appreciate and acknowledge the contribution and participation of all our clients, donors, partners, volunteers – without which, GG would not have been. We extend heartfelt thanks and gratitude to all these people who have supported and journeyed with us through the last 5 years. Thank you for the privilege to grow, partner and serve with you.

As we embark on this new journey as a foundation, we remember that Generasi Gemilang has always been and will always be about people. Hence we hope to continue the privilege of working together to build a stronger nation and a brighter future for our next generation.

2014 was significant to us for new beginnings and opportunities to impact lives in new communities, schools and organisations. Concurrently, positive and encouraging transformation has taken place in communities and schools we've served over the years.

It also marks a new beginning for us as a newly established foundation – we are pleased to share that we are officially now known as Yayasan Generasi Gemilang (GG). Yet, our people, passion, and commitment towards our vision remains the same. Now we are able to improve our service quality to all our partners, volunteers and most importantly, invest more in the lives of the people we serve.

GG is the realisation of the vision to positively influence the nation and impact the next generation. Beginning 5 years ago with 5 people, GG has grown to a staff team of 37 (and counting), with a volunteer strength of over 700, having footprints in 10 states across East and Peninsula Malaysia. This would not have been without the support of all our partners, donors and volunteers who've believed and journeyed with us through these 5 years.

We express sincere gratitude to each and every one of you, our partner, donor, volunteer, client for believing in us, entrusting us with your resources and for investing in GG's vision. We are so thankful for the opportunities to learn, grow and serve people and our nation. It is our dream to see Malaysia thrive and we hope to continue to privilege of being able to partner with you to impact more lives.

Thank you all.



**DANIEL TAN**  
*Founder*

# WHY WE DO WHAT WE DO

It is our dream to see our nation thrive. We believe that by investing in our next generation and strengthening families, communities transform and our nation grows stronger. We invest in the areas of:



Provide our next generation enrichment opportunities through education and youth development programs.

**/01**  
INDIVIDUALS



Strengthen families by equipping them with skills and values to thrive and be resilient.

**/02**  
FAMILIES



Partner with public and private sector stakeholders to drive community transformation to improve quality of lives of the next generation and families.

**/03**  
COMMUNITIES





# IMPACT IN STORIES

## 2014, A year of New Beginnings & Significant Transformations

### NEW BEGINNINGS

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2014 was a year of new beginnings. We introduced new programs and reached out to new communities, schools and organisations. We established new and meaningful partnerships that enabled us to broaden our reach and impact more people. Through grants we were able to invest further into the lives of the next generation and families in ways relevant to them.

At the same time, we've seen encouraging progress take place with the people we've served over the longer term. In communities such as PPR Sri Pantai and Taman Prima Selayang, more residents have risen in ownership to become leaders and a positive influence to their community. Significant transformation has taken place in schools such as SMK Tropicana where there has been tremendous improvement in academic achievement, positive changes in student character and attitudes.



In keeping with growth and expansion, 2014 also marked a significant milestone for Generasi Gemilang being officially incorporated as a foundation. Establishing the foundation enables us to continue improving our service quality and invest further in the enrichment of the people we serve.





# PARTNERSHIPS WITH PURPOSE

Partnerships and support from corporations, foundations and government bodies have enabled us to improve and expand our service and care to the communities we serve. We experienced the power of public-private sector collaboration in developing innovative and sustainable solutions to improve quality of lives. We express tremendous gratitude towards all our partners -- who share the same passion to touch lives across the nation.

For the full list of our partners, visit: [http://gengemilang.org/content.php?page=who\\_partner](http://gengemilang.org/content.php?page=who_partner)

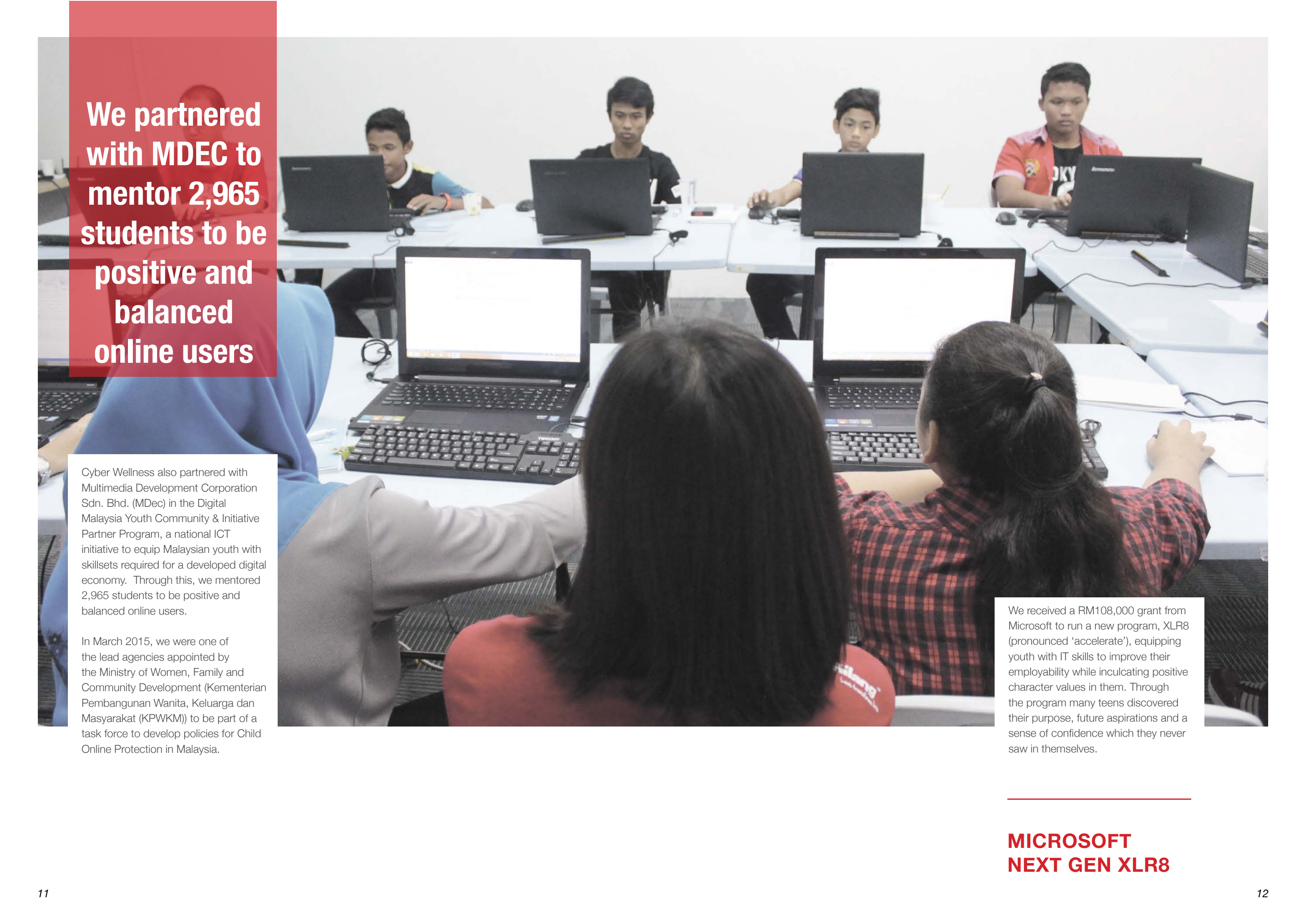
Following the success of PRU*kasih*, partner Prudential Assurance Malaysia Berhad (PAMB) launched a CSR program pledging RM 50 million to provide financial protection access to 50,000 households and financial education to 50,000 individuals across Malaysia over the next 5 years.

Since its launch in 2011, PRU*kasih* has provided 4000 families in 3 communities access to financial protection. In 2014 alone, through our financial education program we've reached 1194 students in 11 schools and 564 children in 2 children homes and 2 underserved communities.

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## BUILDING FINANCIAL RESILIENCE





**We partnered  
with MDEC to  
mentor 2,965  
students to be  
positive and  
balanced  
online users**

Cyber Wellness also partnered with Multimedia Development Corporation Sdn. Bhd. (MDec) in the Digital Malaysia Youth Community & Initiative Partner Program, a national ICT initiative to equip Malaysian youth with skillsets required for a developed digital economy. Through this, we mentored 2,965 students to be positive and balanced online users.

In March 2015, we were one of the lead agencies appointed by the Ministry of Women, Family and Community Development (Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWK)) to be part of a task force to develop policies for Child Online Protection in Malaysia.

We received a RM108,000 grant from Microsoft to run a new program, XLR8 (pronounced 'accelerate'), equipping youth with IT skills to improve their employability while inculcating positive character values in them. Through the program many teens discovered their purpose, future aspirations and a sense of confidence which they never saw in themselves.

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**MICROSOFT  
NEXT GEN XLR8**





With the help of partners such as Danone-Dumex Malaysia, Tollyjoy Corporation, Nippon Paint Malaysia, Shell Malaysia and Maybank, we have been able to continue investing in the holistic development of children in Rumah Kanak-Kanak Tengku Budriah (RKKTB); improving the home's physical environment as well as the children's health, hygiene and well-being.

## HOME TRANSFORMATION

## COLOURFUL DREAMS

Through our partnership with Nippon Paint Malaysia, we completed our Colourful Dreams program in 3 children homes, impacting 240 children. Through physical makeovers, each home was transformed into a safe and conducive environment and programs were run to support the holistic development of the children.

We kicked-off a new program called Colourful Reads, aimed at instilling the love and joy of learning with 22 children in 1 children home.

Through the Colourful Picasso Art Exhibition, we also raised RM 393, 206 for 171 children in 3 homes.



**Creating joy  
for today  
and hope for  
tomorrow**



# TRANSFORMING OUR YOUTH



Students have shown tremendous improvement in grades, a positive change in character and attitudes towards others

Consistent and high frequency engagement with SMK Tropicana is resulting in positive transformation of students.

Part of a grant awarded to us by The Edge Foundation enabled us to fund Super Sarapan, a daily breakfast program for students from low-income households, and Pusat Bimbingan Pelajar, an academic guidance and mentorship program in SMK Tropicana. Students have shown tremendous improvement in grades, a positive change in character and attitudes towards others, and the school.

For 2 years in a row, SMK Tropicana received the Bai'ah award from the Ministry of Education recognising outstanding improvement in academic achievement. Achieving a more than 400-point improvement in academic ranking, they had the highest improvement in Grade Point Average (GPA), surpassing 29 schools in their district and came in first place.

**SMK TROPICANA**



# EMPOWERING OUR COMMUNITY



## MUFAKAT ITU BERKAT

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We ran our first buka puasa event at PPR Sri Pantai during Ramadhan, themed 'Muafakat Itu Berkat' which means working together as a community, instilling a sense of neighbourly love, unity and peace among residents in the community. Residents of all races sat together and broke fast as friends, neighbours and families. This was all made possible through partnership with Jabatan Kebajikan Malaysia (JKM), Dewan Bandaraya Kuala Lumpur (DBKL), and Rukun Tetangga (RT).



**More  
community  
leaders are  
rising up to  
be positive  
influences  
in their  
community**



Kelab Gemilang, a platform that raises community leaders and connects past program participants, in Taman Prima Selayang and PPR Sri Pantai, is helping to cultivate community ownership, belonging and good values. We are also seeing more unity among races as community members work together to help out during our community celebrations. We've raised 25 community leaders in these 2 communities.

**KELAB GEMILANG**

**CELEBRATING  
MALAYSIA**

In conjunction with Malaysia Day, we held a celebration at Taman Prima Selayang where residents had the opportunity to bond as a family, interact with their neighbours and celebrate our love for Malaysia.

Over 800 residents and their families took part in the celebration with the help of 1,000 volunteers who made the whole event possible.





## Hoopz4LIFE

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We introduced a new basketball-training and mentorship program, Hoopz4LIFE, which has equipped youth in the Kampung Chempaka community with life values such as self-awareness, resilience, teamwork and communication.

Through the program and mentorship, the youth have found a greater sense of belonging and purpose in their lives which has resulted in an improvement in their character and attitudes.



The emotional well-being, resilience, self-worth and character of the children at RKKTB continue to improve



We increased the depth and frequency of our engagement with Rumah Kanak Kanak Tengku Budriah (RKKTB). Activities invested in the holistic development of the children such as football coaching, toddler's playgroup, literacy and mentorship, exposure visits have helped to improve their emotional well-being, resilience, character and self worth. The ownership among caretakers and their commitment towards the children continue to improve.

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**RUMAH KANAK  
KANAK TENGKU  
BUDRIAH (RKKTB)**





# ENRICHING THROUGH EDUCATION

Through a grant from Hong Leong Foundation we were able to further invest in our Pusat Bimbingan Pelajar (PBP) students' enrichment outside the classroom. As part of their experiential learning, primary students visited Putrajaya and KidZania and attended Batik painting class.

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**PUSAT  
BIMBINGAN  
PELAJAR  
(PBP)**





As part of exposure and extracurricular learning, PBP Secondary students visited the University of Southampton campus to explore opportunities for higher education. As part of their reward for achieving good results, they visited Legoland and JumpStreet for fun & exercise and Dialogue in the Dark to experience life from a perspective of people with disabilities.

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## EXPOSURE VISITS



The Hong Leong Foundation grant also provided for brand new school uniforms, books, school supplies and monetary rewards for high achieving students to continue their academic excellence.

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## NEW SCHOOL SUPPLIES



## IMPROVING LITERACY

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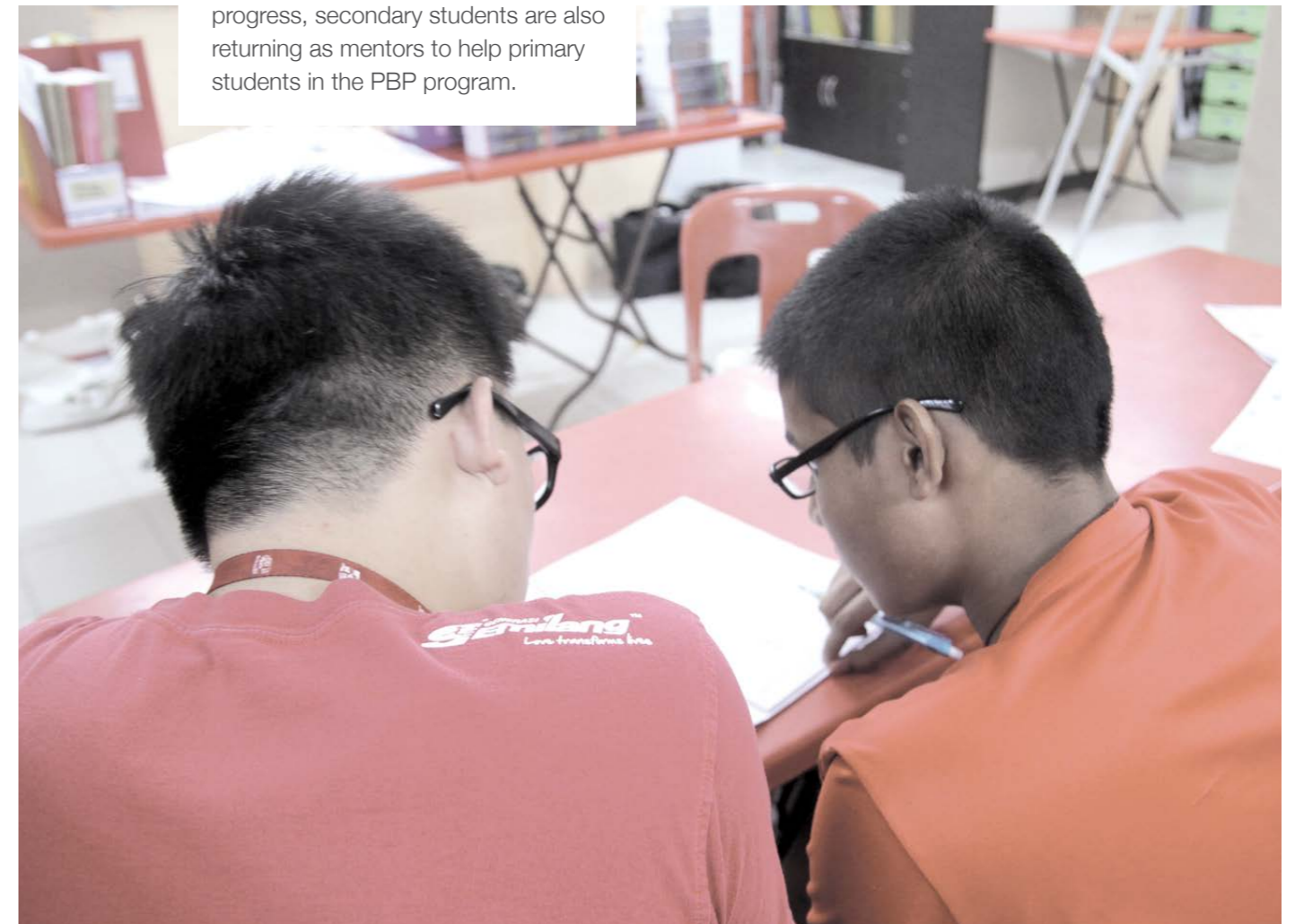
Literacy among children at Rumah Kanak-Kanak Tengku Budriah (RKKTB) continue to improve. Many who come from difficult backgrounds, are now able to read and write through LINUS, a literacy program. 50% have graduated while 70% have improved multiple levels -- well on their way to catching up at school and securing a better future.



## ACADEMIC EXCELLENCE

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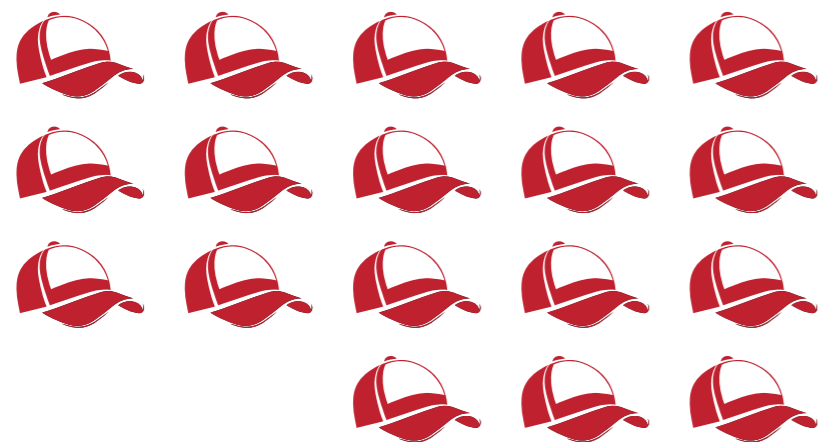
Two of our PBP students were awarded an Anugerah Cemerlang (academic excellence award) by their school, recognising their top achievement in English and Maths. Thanks to consistent coaching of mentors, students are seeing their grades improve, their confidence and self-worth restored. Inspired by their progress, secondary students are also returning as mentors to help primary students in the PBP program.



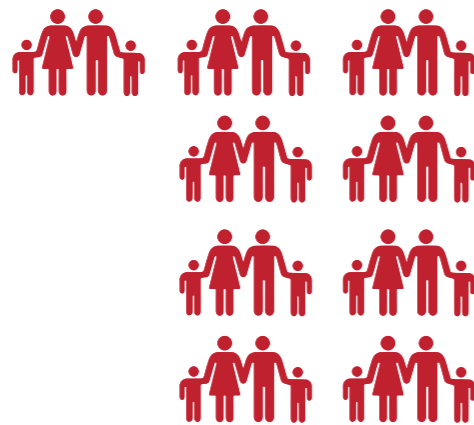


# IMPACT IN NUMBERS

In 2014 alone, GG impacted over:



10,800  
Youth



6,200  
Families



1,700  
Children

In:

21 Schools



16 Organisations



10 Universities & Colleges



7 Children Homes



6 Communities





## CLIENTS

2010/2011

2012

2013

2014

YOUTH

15,000

16,909

10,252

13,641

Repeat Participants

PARENTS

1,000

9,546

7,872

10,892

Unique Participants

ORGANISATIONS

19

19

21

21

SECONDARY SCHOOLS

12

11

62

751

UNIVERSITIES / COLLEGES

5

7

8

10

16

10

## COMMUNITIES

HOUSEHOLDS

2,600

2,761

7,326

6,240

CHILDREN / YOUTHS

325

422

650

1,764

UNDERSERVED COMMUNITIES

3

3

6

6

6

7

CHILDREN HOMES

1

1

## VOLUNTEERS

CORPORATE VOLUNTEERS

450

450

635

522

STUDENT VOLUNTEERS

350

592

760

866

REGISTERED VOLUNTEERS

200

364

477

763





# BOARD OF TRUSTEES & EXECUTIVE COMMITTEE



**Daniel Tan**  
Founder  
Head of EXCO



**Wong Koon Tatt**  
Chairman



**Dr. Chew Weng Chee**



**Dr. Wong Sum Keong**



**Rodney Koh**



**Law Gin Kye**



**Noria Raja**



**Stephanie Tan**



**Jacob Krishnan**



**Pn Sri Thong Nyok Choo**



**Dato' Thong Kok Kee**



**Freddie Acho Bian**



# FINANCIAL OVERVIEW

## GOVERNANCE & ACCOUNTABILITY



## OUR PROMISE

At GG, 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, GG is committed to fulfilling the following:

During the reported period, GG was 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 GG moving forward.

**/ 01**

An annual audit is obtained in accordance with approved standards on auditing in Malaysia by an independent public accounting firm. The financial statements of Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor for the period 1 January 2014 to 31 March 2015 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).

**/ 02**

Consistent management review and monitoring of operating costs to ensure that resources are optimized and within approved budgets. Project evaluations are also carried out to assess the ongoing effectiveness of our programmes in meeting our clients' needs.

**/ 03**

Ensure that donations and grants are used for their intended purposes and look to leverage funds for maximum impact.

**/ 04**



# FINANCIAL OVERVIEW 2014

## INCOME & EXPENDITURE

### INCOME

#### GRANT FUNDING

2014 was a big year for GG as a grant recipient.

During the year, GG was awarded new program grants from The Edge Education Foundation & Microsoft Corporation. Additionally, GG was appointed as the trustee for funds collected from Nippon Paint (M) Sdn Bhd's Art Exhibition 2014. These funds are held by GG for distribution to children and the management of 3 children homes in 2015 onwards.

#### EARNED INCOME

GG recorded a 61% increase in earned income from schools and other learning institutions from our chargeable programs. This was largely due to our collaboration effort with the Multimedia Development Corporation (MDEC) which provided us funds to conduct our Cyberwellness programs to 10 new schools.

This year GG also saw an 88% increase in earned income from our corporate partnerships following the growth of the CSR efforts by our partners. We are tremendously honored to be part of the ambitious plans of our various partners that contributes positively to our nation.

### EXPENDITURE

#### PROGRAM SPENDING

GG's overall spending on our programs has increased largely in line with our grants received. The additional funding has allowed us to channel more direct benefits to our community and school clients during the year.

#### STAFFING

To support the increasing demand for GG's services, we have continued to increase headcount to our staff team during the year. The average headcount of FY2014 was 37 staff as compared to FY2013 with an average headcount of 25.

#### GENERAL & ADMINISTRATIVE COSTS

We added an additional office premise during the year, providing more workspace and training facilities to sustain our organization's growth.

During the financial period, the entire employment and operations of Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor (PKGG) was transferred to a charitable foundation known as YAYASAN GENERASI GEMILANG (GG Foundation) with the purpose of expansion of operations. GG Foundation assumed and adopted all contracts, grants and commitments of PKGG effective 31st March 2015.

The audited period was extended to cover 1 January 2014 till 31 March 2015 and the financial statements of these periods are disclosed in the accompanying pages.

Persatuan Kebajikan Generasi Gemilang has since been dissolved by approval of the Registrar of Societies.

**DISSOLUTION  
OF PKGG**



# FINANCIAL HIGHLIGHTS 2014

## INCOME

### CONTRIBUTIONS      GOVT FUNDING & GRANTS      EARNED INCOME

Contributions are funds donated to support GG's mission and programs. Of the amount, 56% came 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.

For the financial year, contributions made up 64% of the overall income received. This was significantly lower than in FY2013 (at 81%) due to the development of our other income sources.

All contributions received in the year are in compliance with our Donation Policy; refer to our website for more information on our guidelines.

Govt Funding & Grants are restricted amounts utilised for specific expenditures approved by each grant provider. These made up 13% of total funding for the year with a marked increase from FY2013 (at 1%). All grants received in 2014 were from private organisations and awarded to us with specific utilisation restrictions. Grants utilised for the year were as follows:

1. Grant received from Hong Leong Foundation in support towards our Pusat Bimbingan Pelajar program. Through this grant, we were able to provide basic school provisions, better quality educational trips, high achievement rewards and many other benefits to the students under our program. This marks the second year of the program grant.
2. Grant received from Microsoft Corporation for the XLR8 program, aimed at helping youth's accelerate their future through basic Microsoft skills and character building program.
3. Grant received from Prudential Assurance Malaysia Berhad for staffing costs in relation to our scope of work on PRUkasih, Financial Education and other community related efforts in cooperation with our partner.

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

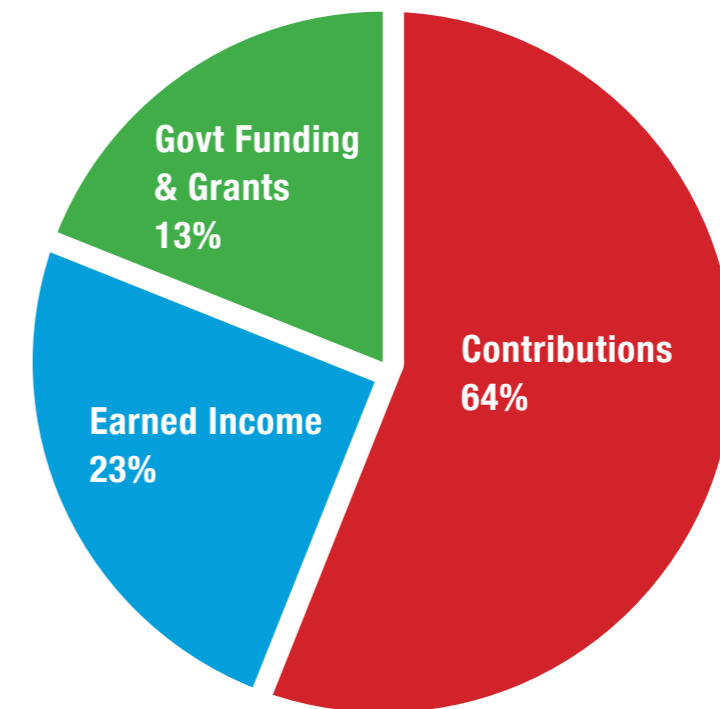
Overall, we improved our earned income by 83% from 2013 through increased workshops and sessions for youth participants and expansion of community programs in collaboration with private sector organisations.

### OTHER INCOME

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

## INCOME BY SOURCE

FY2014



%		RM
64	Contributions	1,624,726
23	Earned Income	573,111
13	Govt Funding & Grants	322,686
0	Other Income	6,230



# EXPENSES

## PROGRAM EXPENSES

Program Expenses includes program staff costs, program materials costs, related marketing expenses and directly attributable overhead costs.

Spending on Youth Development and Community Development increased by 40% and 50% respectively compared to FY2013.

The overall increase in spending was largely arising from spending on grant funded programs. Additionally GG incurred higher expenditure across all our services on program staffing and material costs in support of increased frequency and number of programs conducted.

## GENERAL & ADMINISTRATIVE EXPENSES

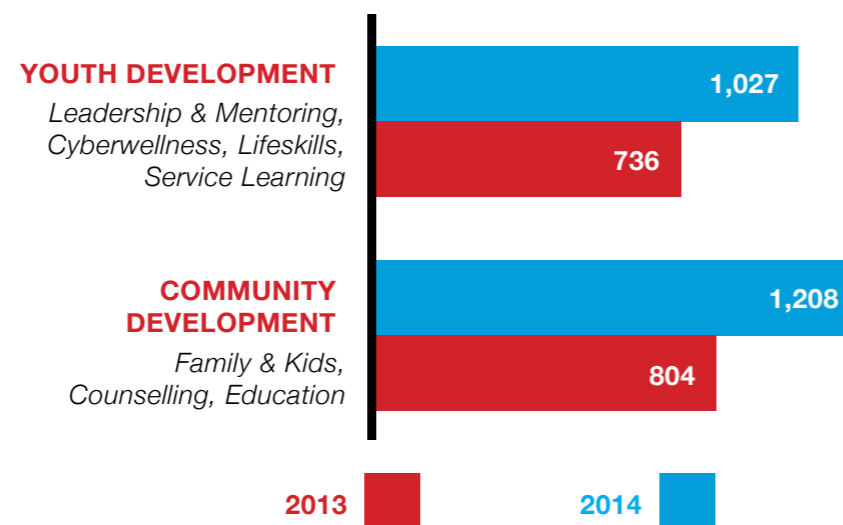
General & Administrative Expenses covers support staff costs, premise, administrative and merchandise expense.

In 2014, general & administrative expenses grew by 41%. This was attributed to an additional premise rented during the year and increase in rental expenses of our existing premise. GG also incurred higher administrative costs in relation to the transition of our activities to Yayasan Generasi Gemilang.

Despite the general growth of our organisation, we have successfully been able to maintain these supporting service costs at 12% (2013: 12%) of our total expenditure.

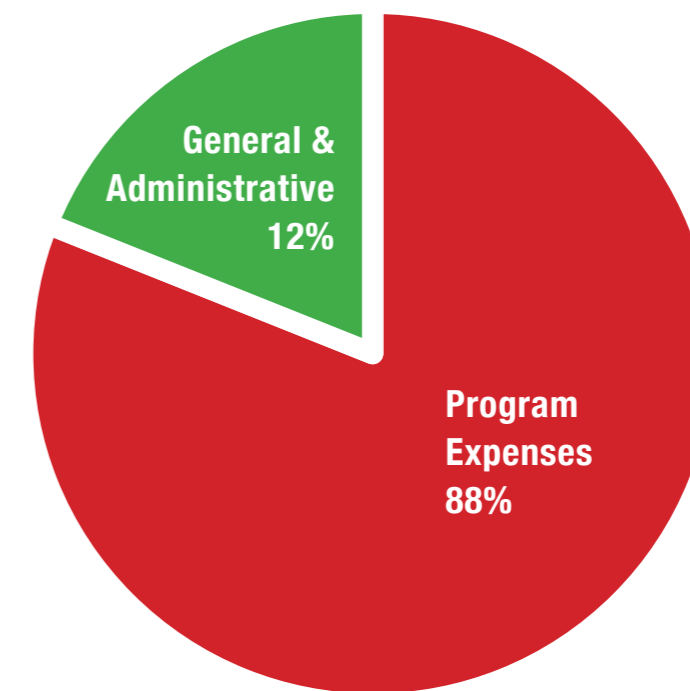
### PROGRAM SPENDING BY DEPARTMENTS

FY2014 (In RM'000)



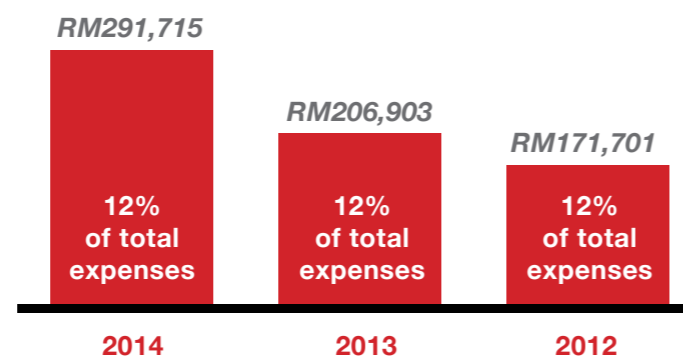
### EXPENSES BREAKDOWN

FY2014



### GENERAL & ADMINISTRATIVE EXPENSES

3-YEAR COMPARISON



%		RM
88	Program Expenses	2,235,038
12	General & Administrative	291,715



# FINANCIAL STATEMENTS

## STATEMENT OF INCOME & EXPENDITURE

FOR THE YEAR ENDED

	DEC 31 2013	DEC 31 2014	MAR 31 2015*
<b>INCOME</b>			
Earned Income	313,333	573,111	104,195
Contributions, Govt Funding, & Grants	1,425,167	1,947,412	421,782
Other Income	8,036	6,230	1,160
<b>TOTAL INCOME</b>	<b>1,746,536</b>	<b>2,526,753</b>	<b>527,137</b>
<b>EXPENSES</b>			
Program Services	1,539,633	2,235,038	436,539
General & Administrative Expenses	206,903	291,715	90,598
<b>TOTAL EXPENSES</b>	<b>1,746,536</b>	<b>2,526,753</b>	<b>527,137</b>
<b>INCREASE/ (DECREASE) IN NET ASSETS</b>	<b>-</b>	<b>-</b>	<b>-</b>

## BALANCE SHEET

AS AT

	DEC 31 2013	DEC 31 2014	MAR 31 2015*
<b>ASSETS (current)</b>			
Other receivables, deposits & prepayments	205,193	289,884	202
Inventories	6,121	2,953	-
Cash and bank balances	339,923	563,622	3,905
<b>TOTAL ASSETS</b>	<b>551,237</b>	<b>856,459</b>	<b>4,107</b>
<b>LESS: LIABILITIES (current)</b>			
Other payables & accrued expenses	(19,038)	(19,346)	(772)
<b>NET CURRENT ASSETS</b>	<b>532,199</b>	<b>837,113</b>	<b>3,335</b>
<b>FINANCED BY</b>			
Designated Funds	532,699	837,613	3,835
Accumulated Funds	(500)	(500)	(500)
	<b>532,199</b>	<b>837,113</b>	<b>3,335</b>

\* The audited period was extended to cover 1 January 2014 till 31 March 2015 due to the dissolution of the society in 2015. For further details, refer to the relevant note disclosed on page 38.





#### **YAYASAN GENERASI GEMILANG (GG)**

is a foundation committed to building a strong nation by raising an exemplary next-generation and strengthening families. Believing that Love transforms lives, our work inspires hope in people, empowering them to live life to their fullest potential. These people include children, youth & families, from children homes, schools & underserved communities.

Formerly known as Persatuan Kebajikan Generasi Gemilang Kuala Lumpur dan Selangor, a registered society since March 2010, GG was incorporated as a foundation in December 2014.

Governed by a Board of Trustees, GG is based in the Klang Valley and conducts services throughout Malaysia.

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