

YAYASAN GENERASI GEMILANG

# IMPACT REPORT 2022



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## Our Vision

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

## Our Mission

To close the education gap for under-served children by improving literacy and nutrition.



# Foreword

As a charity organisation, it is not a guarantee that we're able to carry on every year, as our work of impacting and transforming lives is only possible thanks to public funding. Your unwavering support has enabled our work each year, and 2022 was no different!

Firstly, we refined our mission statement to better convey what we do: **to close the education gap for under-served children by improving LITERACY and NUTRITION.** We believe that these two areas are of the greatest needs relating to education for the children and families we serve right now.

In 2022, GG's key programmes continued to reach new heights, with Super Sarapan providing daily meals to over 1,000 children in schools across Malaysia - our highest reach since 2014!

Likewise, our Community Learning Programmes saw a growth in reach as we collaborated with different organisations through our Collaboration Network to run literacy programmes for several other low-income communities. Between our own Community Learning Programmes and the ones run by these dedicated collaborators, we were able to improve the literacy and numeracy of over 300 children in 2022!

Aside from our key programmes, we also ventured into new territories! We were able to explore an alternative of what Super Sarapan could look like if done via an online grocery delivery platform. We also started a kindergarten from the ground up for a children's institution. Innovation requires tough skin and an appetite for risks, but even where some of these ideas may not have reached our projected hope, we were glad we threaded into these unknown waters.







Our proudest moments in 2022 were the closing of two big chapters that defined our work in the last 12 years! First, our 9-years of partnership with Prudential Assurance Malaysia Berhad came to a close. Our partnership had been tremendously successful in providing financial protection to B40 families in Malaysia. Secondly, we exited Taman Prima Selayang, the first community where GG started work in. It was bittersweet to bid farewell to the people we've grown close to, but we celebrate these closed chapters as we saw transformations today that were mere dreams many, many years ago.

2022 brought other challenges to the team as we bid our farewells to some of our long-serving staff as they moved on to new things. Their contribution helped build solid foundations and progress in our work over the years, so their departure left some big shoes to fill. Measures to mitigate the situation were taken through the hiring of contract workers. A huge shoutout to the team for their *heart* work as they stepped in and stepped up to ensure that our services could continue uninterrupted during this period!

None of this work would be possible without the dedication of our staff, volunteers, donors, and partners. We also want to thank our Board of Trustees who have generously volunteered their time, sharing their insights and experience to help drive our work forward.

As we look forward to 2023, we are confident that GG will continue to work towards closing the education gap by improving literacy and nutrition of under-served children in Malaysia.

Daniel Tan, Founder

Melissa Ngiam, CEO

Wong Koon Tatt, Chairman

To close the education gap for under-served children by

## Improving Literacy



### KidzREAD

**174 students**  
received small-group  
mentoring for English  
Literacy



### Learning Through Individualised Teaching (LIT) Mathematics

**76 primary school students**  
**27 secondary school students**  
received small-group mentoring for Mathematics



### Collaboration Network

**8 collaborators\***

who ran KidzREAD for

**116 children**

*\*NGOs, institutions, schools & religious bodies*

**2022  
AT A  
GLANCE**

To close the education gap for under-served children by

## Improving Nutrition



### Super Sarapan

**1,296 students** from **30 schools**  
received a meal at school throughout the school term



### Projek Makan Sihat

**277 families** with **345 children**  
received nutrition education & fresh groceries regularly

## Social Safety Nets



### Financial Education

**Cha-Ching Curriculum**  
**16,438 children**

**Duit Right Plus Online**  
**2,042 youths**

**Adult Financial Education**  
**488 adults**

**Prudential Entrepreneurship Programme**  
**46 adults**

learnt how to build their own business

were equipped with financial literacy



### Financial Safety Net

**PRUKasih**  
**33,768 adults** in  
**35 communities**

received financial protection



## What We Did in 2022



## Improving Nutrition

- Super Sarapan
- Projek Makan Sihat





### Super Sarapan

A school feeding programme that **provides a meal every school day** for vulnerable children with the goal of **reducing food insecurity**.

Entering its 8th year, Super Sarapan has grown into one of GG's programmes with the broadest reach. To date, this programme has reached more than 5,800 students.

In 2022, we resumed providing Super Sarapan in school canteens as schools have resumed physical classes nationwide. With every school day, our Super Sarapan school teachers noticed the need for more students to be provided Super Sarapan and reached out to us to expand our provision. Officers in a few district education offices (Pejabat Pendidikan Daerah, PPD) heard about Super Sarapan through word of mouth and referrals from school teachers and reached out to GG to collaborate so that more can benefit from this programme. It has been an amazing year working with multiple stakeholders to help ensure no child is hungry in school.

Thanks to the enormous generosity of all our supporters, **RM654,966** went into feeding **1,296 children** from over **30 schools**. This is the first time we've passed the 1,000 mark, a huge increase from 826 children in 22 schools in 2021!



**In 2022, Super Sarapan provided 163,971 meals amounting to RM654,966!**



## Notable Highlights



Expanded Super Sarapan into 2 more schools in Sabah and 2 in Perlis thanks to **Edvolution Enterprise's** network of teachers.



Passionate about touching lives, **BE International** has generously sponsored **10 schools** in 2022!



8 corporate partners supported Super Sarapan, with **SapuraOMV Upstream (Sarawak) Inc.**, our newest partner in 2022, adopting 5 schools in Sarawak.

## Talking to Our Students

In focus group discussions, students shared that they were satisfied and happy with the meals provided through Super Sarapan.

However, through these discussions, we also discovered pockets of students who were unsure if they will have a meal at home after school. Super Sarapan would be their only guaranteed meal. It's stories like these that encourage us to continue providing meals because students with severe food insecurity exist in our society and more work needs to be done to support them.

## Meeting an Urgent Need

In October 2022, the Pejabat Pendidikan Daerah of Miri notified GG of a school with a high need. The school needed help to support 34 students who were not covered by RMT. Thanks to funds from public donors, we quickly supplied Super Sarapan to the 34 students who came from hardcore poor families in Miri.



Super Sarapan students enjoying their meals during recess

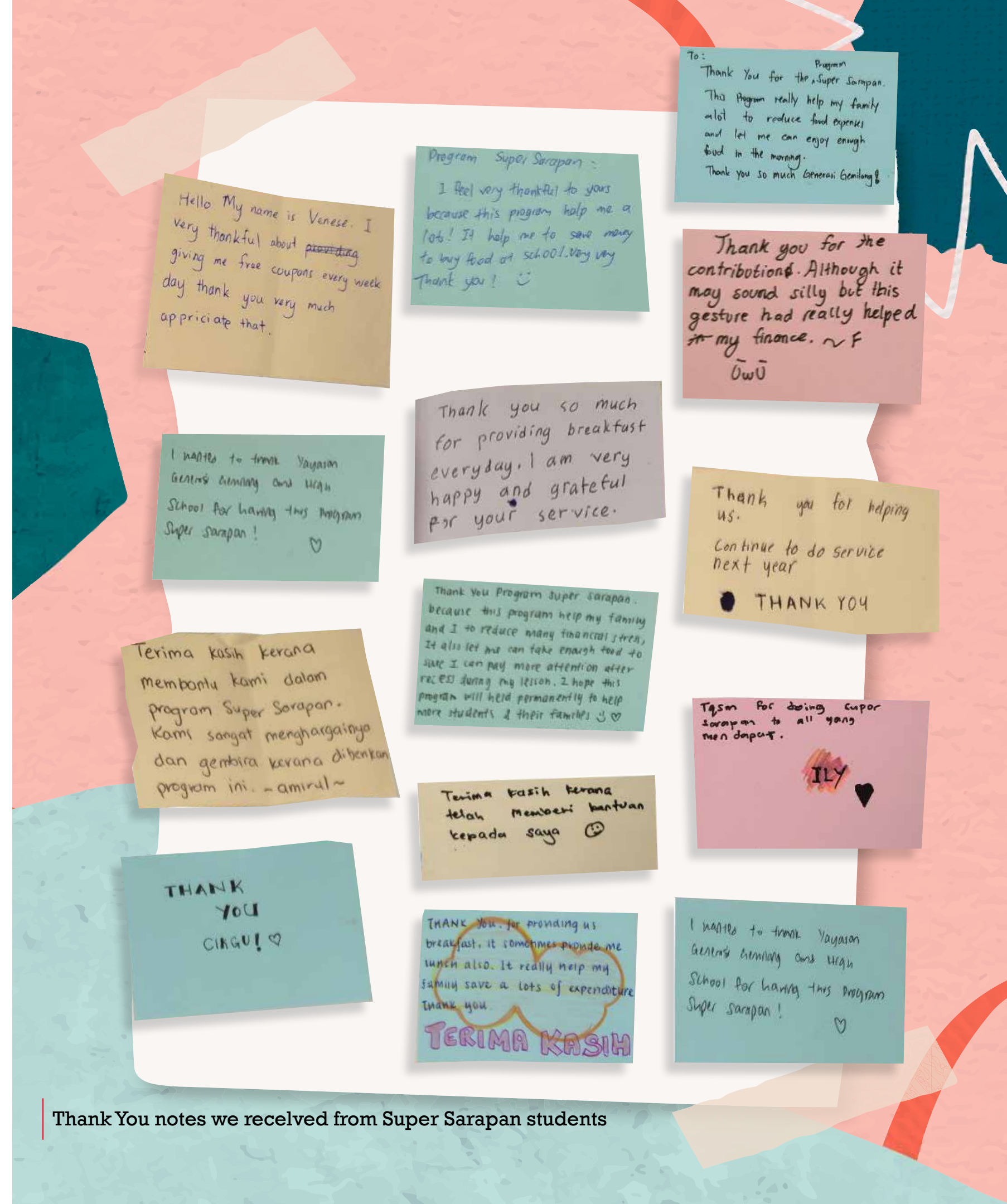


## An Alternative Version of Super Sarapan

Early in 2022, we collaborated with Shopee Supermarket to try an alternative way of feeding students should school lockdowns happen again, and children were unable to come to school. It was important to us that under-served children have access to food.

This project ran from May to June 2022 and involved 51 students from 2 schools in the Klang Valley. However, we encountered many challenges ranging from timeliness of deliveries to availability of fresh food supply. We decided that the more effective and consistent way to feed students was still via school canteens.

We are glad that following this pilot, schools fully re-opened and we then worked on improving our service via school canteen operators.



Thank You notes we received from Super Sarapan students





## Projek Makan Sihat

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

2022 marked the first year of Projek Makan Sihat, a 2-year project under Yayasan Hasanah's Hasanah Special Grant 2022. After the promising results from our pilot run in 2021, we were ready to execute this project at scale this year.

Projek Makan Sihat is our first major step into the field of toddler nutrition. The project was a significant milestone for us as it involved an uncommon collaboration between our NGO, Universiti Malaya (UM), and Klinik Kesihatan Kelana Jaya (KKKJ). Together, we conducted a nutrition intervention programme that also served as a study on the effects of nutritional intervention on toddler growth.



**345**  
children



**277**  
families





### Why Toddler Nutrition?

Studies have shown that intervention made in the early stages of a child's life will have a lasting impact throughout the child's lifetime. By addressing a child's physical and nutritional needs early on, it promotes a better start when children start formal education.



### The Importance of the First 1,000 Days

*First 1000 Days of Life* is the period starting from early pregnancy until the child reaches two years of age. Proper healthcare during this period is very important and is seen as a "golden opportunity" to reduce the risk of various non-communicable diseases such as diabetes later in life.

## Notable Highlights

- More children are on track in their age-standardised height & weight trajectory.
- Children who were previously categorized as stunting (height for age) and underweight (weight for age) were on track in their growth measurement trajectory.
- Children were observed to consume more food groups.
- The consumption of sugar-sweetened beverages and ultra-processed foods among children decreased by the end of 2022.
- 4 participants were selected and trained as Community Health Leaders (CHLs), to conduct house visitations. Community Mothers were now supporting and empowering other mothers in promoting healthy eating among their children.
- 6 families who had children at risk for sub-optimal growth showed positive changes in their children's eating habits and growth after house visitations by our CHLs.

Despite being at the half-way mark of this 2-year project, the medical team for the project saw indicators that the project was on the right course towards reaching its goal by the end of 2023.

## Through Projek Makan Sihat...



Parents receive nutrition education from medical experts.



Families receive fresh groceries 2-3 times a month.



House visitations is carried out for families with children identified as at risk for sub-optimal growth.



Parents can consult doctors about their child's growth and eating habits.



Parents can encourage each other through a support group.



## Challenges in Recruitment

Recruiting families to participate in this project proved to be challenging for a variety of reasons. With life going back to normal, families were spending less time at home, making it hard for them to commit to the project. Aside from that, there were some misconceptions about Projek Makan Sihat, where some parents thought that this was an emergency food aid, while others were unaware of their children's state of malnutrition.

To address this challenge, we deployed a variety of methods to reach out to the families. We conducted a large-scale door-to-door recruitment in the community. Klinik Kesihatan Kelana Jaya also helped with the recruitment efforts by referring eligible families and pregnant mothers to the project. We also ran geo-targeted ads on Social Media to create awareness among the target community.

## It Takes a Village

We are thankful for the medical team from **Universiti Malaya (UM)** and **Klinik Kesihatan Kelana Jaya (KKKJ)** for their contribution in assessing the children's growth, running health assessments, and providing counselling and consultation for the families. Funding support from **Yayasan Hasanah** and **MPI Generali Insurans Berhad** were also key in allowing us to continue providing nutrition education and fresh groceries for these families.

It is thanks to these 4 key collaborators that we are able to make this project a reality.

We look forward to see more positive results as we move into the 2nd year of Projek Makan Sihat in 2023!



A pregnant mother undergoing medical assessments.





Groceries collection at Graze Market, our supplier



Home Visitation with our Community Health Leaders

“

## Mother's Perseverance Was Met With Toddler's Improved Health

During assessment, we identified a toddler who was nearing the range of being severely underweight and showed signs of wasting with mild stunting. One of our Community Health Leaders (CHLs) took up this case to journey with the mother.

During her first few house visitations, the CHL was met with skepticism as the mother felt hopeless and she was on the verge of giving up.

Through the CHL's support and encouragement, the mother persevered in trying to improve the family's eating habits. She eventually began to see improvements in her son. He was healthier, had less issues with mucus build-up, and he started to eat less fried junk food. On top of that, the child's weight slowly increased and his speech showed improvements, as he could enunciate words more clearly.

”

*"Rasa nak give up masa itu, mula-mula CHL datang, sebab tak percaya. Lepas itu nampak kemajuan bila dah cuba. Anak boleh mula makan, rasa semangat, sekarang happy sangat, sebab ada perubahan yang banyak. Sekarang hingus anak pun kurang, makan makanan keropok pun kurang. Rasa berat badan anak pun tambah bila angkat, ada rasa berat dari dulu. Percakapan dia pun mula boleh bercakap betul sikit. Contoh: tok auh sekarang tok ayah (datuk)."*



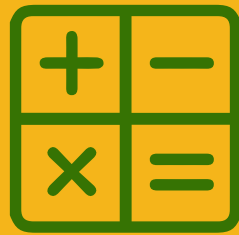


## What We Did In 2022

# Improving Literacy

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- Community Learning Programmes
- Collaboration Network
- Starting A Kindergarten From The Ground Up

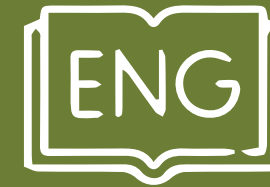


## English

KidzREAD is an English reading programme that aims to **instill a love for reading** in children while also **increasing their level of English literacy** through small-group mentoring.

## Mathematics

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



**277 children**  
were impacted

GG's Community Learning Programmes (CLP) are where our key focus on improving literacy and numeracy can be seen. Although we don't always see significant progress immediately, the small group mentoring in these programmes has proven to be effective in making a positive impact and we continue to see incremental improvement among our children over the years.

In 2022, we continued with online sessions for KidzREAD and LIT Mathematics to minimise disruption to the programme and in consideration of the long-term stability of both programmes. Running online sessions also meant that volunteers from outstation who were with us from previous years were able to continue mentoring the same children! **180 volunteer mentors** were part of the programmes in 2022.

A total of **277 children** attended our Community Learning Programmes in **Taman Prima Selayang, PPR Taman Putra Damai, PPR Pudu Ulu, and PPR Sri Pantai** throughout 2022.





## Improving Literacy

### Our 3 As

**Attendance, Attainment, and Attitude** are what we look at when it comes to the impact for GG's Community Learning Programmes.



### ATTENDANCE



The percentage of children in our programmes who maintained an attendance rate of 70% and above in 2022.

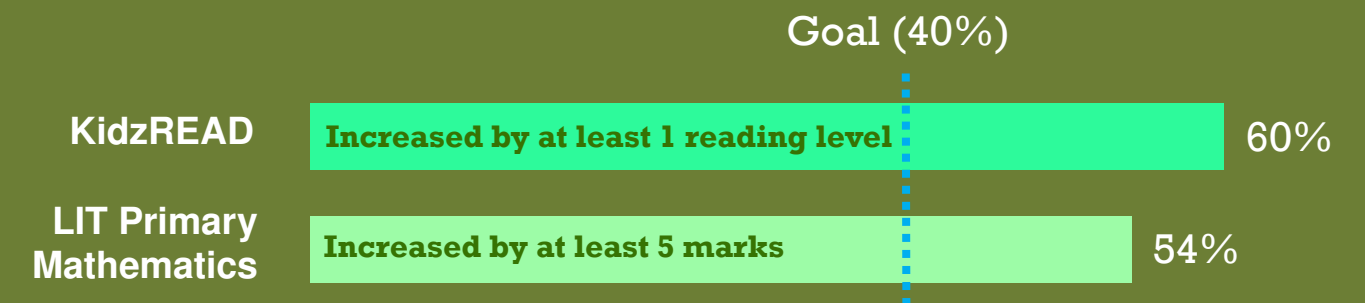
It was very important for us to ensure that 70% of the children in each of our Community Learning Programmes maintain an attendance rate of 70% and above throughout the year.

This is because we want the children to spend enough time consistently engaging with the materials that they were learning. Consistency translates into attainment.

Across the board, children maintained high attendance rate throughout 2022, indicating that their interest to learn was high, despite sessions being conducted online.



### ATTAINMENT



The percentage of children in KidzREAD and LIT Primary Mathematics and their respective attainment levels at the end of 2022.

### KidzREAD

60% of children saw an increase of at least 1 reading level by the end of the year, exceeding the goal we aimed for.

22 children graduated from KidzREAD. By completing Level 8 of Ladybird's Peter and Jane, it showed that they have the proficiency to read and write independently.

One observation that we made across all three programmes was the importance of attendance in influencing attainment. Children who had less than satisfactory attendance rate were more likely to maintain their grade or even regressed, highlighting the relationship between consistency in engaging learning materials and lasting learning gains.

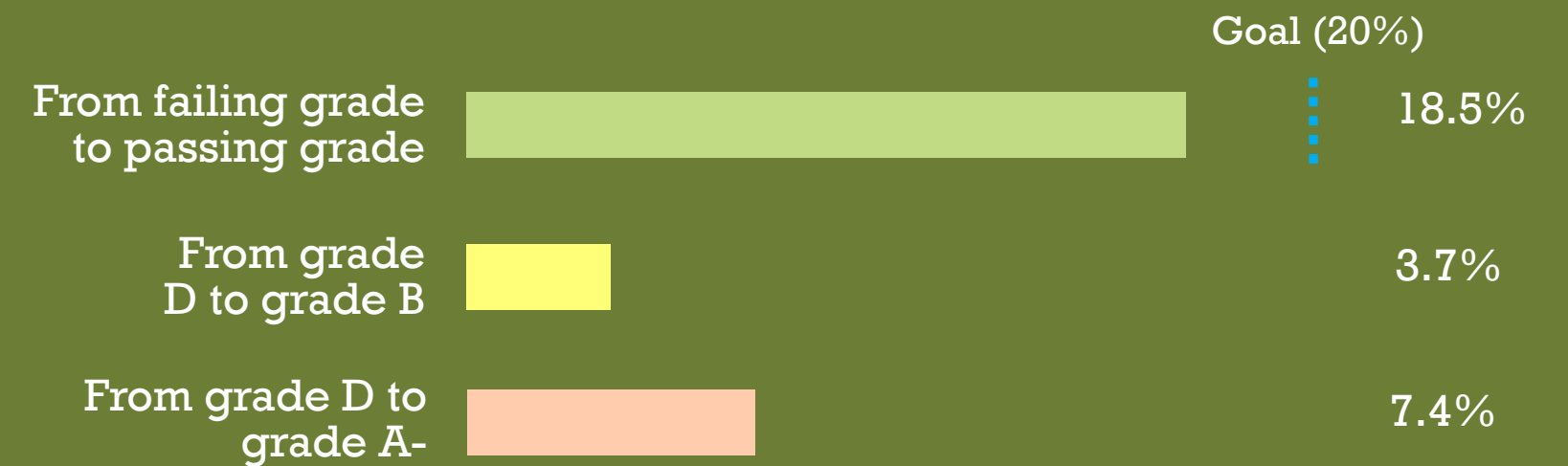
## LIT Primary Mathematics

54% of children saw an increase in attainment for LIT Primary Mathematics by the end of 2022. For the remaining children, mentors noted that the children struggled to understand mathematical concepts and mentors also found it hard to measure the children's understanding online.

With the return to physical sessions in 2023, we hope that these issues with online learning will be resolved and we can see more learning gains moving forward.



## LIT Secondary Mathematics



The percentage of children in LIT Secondary Mathematics and their respective attainment levels at the end of 2022.

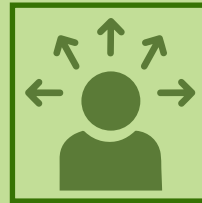
Based on data from the past few years, many children in this programme had weak foundational mathematics skills and they struggled to reach a passing grade for mathematics. Hence, our main goal for 2022 was to help at least 20% of children to move from a failing grade to a passing grade.

Despite not reaching our goal of 20% children moving from a failing grade to a passing grade, we saw tremendous improvements in some of the other children who went from grade D to grade B and even A- in their mathematics.

2022 was the last year for LIT Secondary Mathematics as GG made the decision to exit Taman Prima Selayang after 13 years.



## ATTITUDE



In 2022, our strategy was to build confidence in our students by providing an environment where they could practice speaking in English without the fear of making mistakes.

- Many students gained courage to speak up in class.
- Students were willing to tackle more worksheets without the fear of failing or answering wrongly.
- KidzREAD students grew more confident in conversing in English.

Feedback from parents about their children's fear of making mistakes in lessons or embarrassing themselves in front of their peers led us to re-strategise our approach. We are happy to see improvements in our students as we build and provide a safe space in our sessions for our students to learn, explore, ask questions and make mistakes.

Confidence comes from being allowed to learn from mistakes!





## Collaboration Network

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

Collaboration Network started off as KidzREAD Network as a way of sharing our resources in running literacy programmes in high-need communities. We knew that there was a need among many communities for literacy access and there were organisations who wanted to impact the community around them but they may not know where to start.

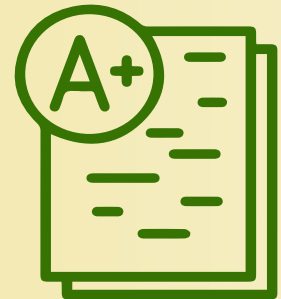
In 2022, we were able to collaborate with 8 organisations and schools by sharing our resources and know-how with them so that they could run KidzREAD in the communities that they serve. By the end of 2022, we are proud to see that **116 children from 5 different states** were able to receive mentoring through KidzREAD in 2022!



## Notable Highlights



**116 children** from 5 states impacted through KidzREAD.



**86% of children** increased at least 1 reading level.



Children showed significant **improvement in their self-confidence** in speaking and reading aloud.

## Our Collaborators in 2022



Asian Youth Ambassadors, Selangor



AgapeCARE, Melaka



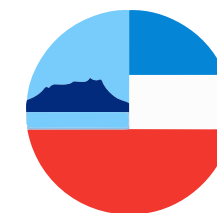
Good Shepherd Services, Perak



Senyum Sembulan, Sabah



1 primary school in Perlis



3 primary schools in Sabah



## Starting a Kindergarten From the Ground Up

Rumah Kanak-Kanak Tengku Budriah (RKKTB) is one of the children's home under the administration of Jabatan Kebajikan Masyarakat (JKM), the Social Welfare Department of Malaysia. Since 2010, GG has been providing various services to this home.

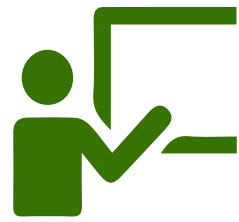
In 2022, GG recognised the need for several undocumented children there to receive formal learning. We then decided to step in to provide early learning opportunities in RKKTB by setting up a kindergarten.

## What We Did

- GG established the vision, mission, organisational chart, and clarified the roles of all the parties in collaboration with RKKTB's management.
- We laid down the framework for the curriculum based on the National Standard Preschool Curriculum (KSPK).
- We managed the hiring, onboarding, and welfare of preschool teachers.
- We supported and monitored the teachers in executing monthly lesson plans, carrying out activities for the children, assessments, and the tracking of the children's performance.
- We funded the operational cost, including learning materials, and educational trips.
- A total of **RM22,774** was spent on this project for the year 2022.



## Notable Highlights



**2 experienced and certified preschool teachers** were hired.



**13 children (age 4 - 6)** attended the kindergarten.

After 111 lessons...

**7**

children could **recognise alphabets** and **pronounce two-syllable words**

**8**

children showed **improvement in their interactions with teachers and peers**. They could follow instructions and were more confident in expressing themselves.

**6**

children mastered **basic numeracy**, learning to count from 1 to 20.

## Project Put On Pause

Sadly, at the end of 2022, this project was cut short when RKKTB had to suspend their operations until further notice due to major renovations required at the premise. However, the observations made and the impact seen so far during the 6.5 months of this project showed that there is a lot of potential for this project.

This strategic partnership between GG and RKKTB, if successful, can serve as a template for other children's home that are looking to establish an in-house learning facility. This learning facility is essential for many children in institutions who would otherwise not be able to receive an education because of their circumstances.

We look forward to continue this project with RKKTB when the time is right in the near future.







# Closing The Curtains On Some Chapters

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- The End of Our 9 Year Partnership With Prudential Assurance Malaysia Berhad
- Exiting Our First-Ever Community - Taman Prima Selayang

Every beginning has an end. We proudly bring to a close 2 significant chapters that has defined a big part of our work in the last decade. Here we look back at those milestones and achievements.





## The End of Our Partnership With Prudential Assurance Malaysia Berhad (PAMB)

2022 marked the end of an amazing and productive 9 years of partnerships with Prudential Assurance Malaysia Berhad (PAMB). Working closely with the team from Prudential, we came up with numerous initiatives to provide financial protection and financial education for the B40 communities around Malaysia.

## It Started With PRUKasih, a Financial Protection Plan For B40 Communities

In 2013, our board member Gin Kye saw the need for micro-insurance protection for the B40 communities in Malaysia. PAMB shared that vision and together we birthed PRUKasih; a free financial protection plan targeted at breadwinners of B40 families to ensure that they have a safety net that protected them against accidents and unforeseen circumstances that may put their families in precarious financial situations.

PRUKasih began in PPR Sri Pantai as a pilot project, covering more than 300 families. The pilot project then solidified into a 5-year plan to provide PRUKasih to more communities across Malaysia with a target of 50,000 individuals.





The 5-year roadmap for PRUKasih continued into a 9-year initiative and our partnership grew along with it. By 2022, PRUKasih offered protection to **33,768** individuals from 35 communities across Malaysia. While we did not achieve our target of 50,000 individuals, the 9 years helped PAMB to build a strong foundation to launch their own micro-insurance product in line with Perlindungan Tenang, a national initiative.

**33,768 individuals** were covered under PRUKasih, with a total of **RM19,318,466** paid out as claims since 2013.



The biggest achievement of PRUKasih was the expansive network that we were able to build during this time.

- **11 NGOs** partnered to provide PRUKasih to the communities they serve, raising awareness of the importance of financial protection. They were able to support families in hard times through PRUKasih.
- In some communities, local community leaders were elected as representatives for PRUKasih known as **Paid Volunteers (PVs)**. This doubled as an additional source of income for them, while they help fellow residents to submit PRUKasih claims.
- PRUKasih covered residents from **35 communities** across Malaysia.

There were many stories of transformation from beneficiaries of PRUKasih, many of them were able to rebuild their lives after unforeseen circumstances befall their family thanks to the claims they received from PRUKasih. Here are two of the most memorable stories throughout the years.





## Housewife Empowered to Start Her Own Business

Puan Amalina was a housewife and mother of 6 young children. In 2019, her husband passed away due to kidney failure, leaving her to be the sole breadwinner for the family. Since her husband was covered under PRUKasih, she received vouchers to help her get back on her feet.

Puan Amalina had a brilliant idea of using the vouchers as a start-up model to sell 'pisang goreng'. With PRUKasih's help, she was able to generate income and sustain her family after the passing of her husband.



## Weathering Through Tough Seasons With PRUKasih

Puan Nora and her husband sold 'kuih-muih' for a living. In 2020, she fell ill and was diagnosed with uncontrolled diabetes. On top of that, Movement Control Order (MCO) hit and the family was not able to generate income.

There were days when the family went without food at all. Thankfully, they received their claim from PRUKasih and were able to buy essentials to weather through the tough season.





The people from both Prudential Assurance Malaysia Berhad and GG who had worked hand-in-hand in the past 9 years.



## Going Beyond Financial Protection

We know that financial protection without finance education can only do so much. Hence, through this partnership, we also invested in the creation and implementation of financial education initiatives for children, teenagers, and adults.

Below are the financial education initiatives that we ran together throughout our partnership and the **cumulative impact number over the years.**



**178,930 students** impacted through **Cha-Ching Curriculum**, a Financial Education programme for primary school students.



**35,154 students** impacted through **Duit Right**, a Financial Education programme for teens.



**1,769 adults** impacted through **financial education for adults.**



**82 entrepreneurs** graduated from **PRUKasih Entrepreneurship Programme.**



## A Dream Come True

This partnership with Prudential Assurance Malaysia Berhad proved to us that meaningful social impact can be built through multi-sectorial partnerships. This partnership leveraged the expertise and resources of the business sector with the knowledge and on-ground experience of the social work sector, coupled with the support from the government and local municipals.

It was a dream come true to see PRUKasih paving the way for the introduction of affordable micro-insurance plans to suit various needs of the vulnerable community.

Even though our strategic partnership may have ended, we look back to the past 9 years with pride at what we have achieved together. We're proud that PRUKasih and our various financial education initiatives received support from Bank Negara, various government sectors, and NGOs. More than that, we're proud to be able to provide financial literacy to both children and adults.

We wish the PAMB team every success in their continued efforts in giving back to the community and we're proud to be a part of their story for the past few years!




## Exiting Our First-Ever Community - Taman Prima Selayang

Two years ago, GG made a thoughtful decision to gradually wind down our services in Taman Prima Selayang, setting a reasonable timeframe to avoid any sudden disruptions.

But why would GG choose to exit a community we have served in for over 13 years?

As a charitable organisation, we measure success by our ability to exit when our mission has been accomplished - where the reason for our intervention is no longer needed. The remarkable changes we have witnessed in this community has indicated that they are able to find solutions for their children's education, the support system of families within their own community is strong and they are now a thriving community.

As we reflect on our journey, we are proud to have been part of Taman Prima Selayang's growth. It is an example to other communities that love truly transforms lives.



KAMI BERJAYA! GG's Farewell Celebration, where over 250 residents and GG volunteers came together to celebrate a wonderful 13-year journey together.



## It Started With a Need

In 2011, Daniel Tan, GG's founder, noticed a troubling trend among the youth attending GG's character enrichment classes. Despite their best efforts, many of these students were struggling with their studies, and they were unable to afford tuition or supplementary classes needed to support their learning. Seeing this pressing need, he encouraged the GG team to venture into providing homework guidance for Form 4 and Form 5 students.

And what a difference it made! Starting with just a handful of volunteers and interested students, the programme quickly gained popularity through word-of-mouth alone. Over the years, more than 250 children in the community benefited from the programme.

On top of that, we have been fortunate to have the support of dedicated educators who have helped us improve our programmes and structure throughout the years. As a result, we have seen encouraging learning improvements among the children in Taman Prima Selayang.

However, the impact of GG's work goes beyond the number of children and families.







## A Bright Future Ahead

It has been heartwarming to witness our students grow in confidence, especially in language subjects, and go on to excel in their other academic pursuits. What made us even prouder was seeing them complete SPM and pursue tertiary or vocational education, which offers better employment opportunities than what their parents had.

At our Farewell Celebration, we were delighted to learn many of our ex-students were pursuing different vocations such as law, speech therapy, accounting, and IT. These young individuals are a testament to the impact of our volunteer mentors in nurturing and inspiring them to pursue their aspirations.

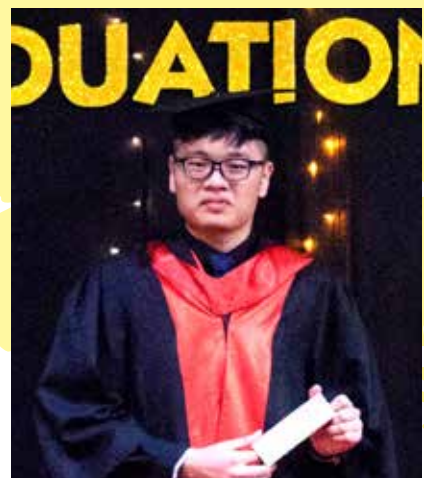
Moreover, beyond academic attainment, our students have also demonstrated compassion for their community. Many of them were inspired by the volunteer mentors who taught them to do something for their younger peers. These students became junior mentors and mentored their peers in our programmes.



## Children Have Better Learning Opportunities Now

In the last 4 years, we began seeing more of our students also attending other tuition classes. This was a clear sign to us that the financial circumstances of their parents had improved and parents were prioritizing their children's education more. By 2022, more than 70% of our students had additional tuition.

With this improved financial stability and the community's increasing focus on education, GG felt it was time to shift our support to families in other communities with fewer resources. We feel assured that our final batch of students will continue to receive support from the community even after our services end.



## Sustained Support & An Inspiration For Others

Our exit from Taman Prima Selayang was a bittersweet moment for GG, as we bid farewell to the families and individuals who became a part of our extended family. Yet, it was also a time of celebration, as we reflect on the changes in the lives of the children, their families, and the community.

We are confident that the increase in positive parental influence will propel their children's growth and success in the days to come. We also hope that the compassion we've seen our students cultivate, by giving back to their community, will be an inspiration for other children facing similar economic challenges.

None of these changes would have been possible without the tireless efforts of our dedicated volunteers and generous funders. Thank you for helping us mentor a generation of youth in this community who are a *generasi gemilang*. Collectively, you have been a very big part of their childhood, allowing them to reach their potential and pursue bright futures. This chapter reminds us again that love, in acts of kindness, truly can transform lives.



## SURAJ\* - From Student to Junior Mentor

Suraj started attending KidzREAD when he was Standard 5 back in 2015. He needed guidance for UPSR exam but could not afford tuition, so his mother signed him up for the programme. In KidzREAD, he found learning English with his mentor and peers fun and his English proficiency improved over time.

In 2020, when schools were closed, he decided that he wanted to do something for his younger peers as he knew there were others in the community who struggled with English like him. Suraj wanted to inspire others just as he was inspired by his mentors in KidzREAD.

Suraj's desire led him to volunteer with GG online as a junior mentor. As a first-time teacher, he struggled with mentoring at first. But he persevered on as he recalled how his own mentors were patient with him in the past. It paid off and he found joy in mentoring others and seeing them grow.

Along with another junior mentor from Taman Prima Selayang, Suraj continues to volunteer with GG in 2023 to mentor others in another community.



“

For the past 8 years, GG was a part of my life. I was always so excited to go to GG class. What excites me even more was being able to teach students during the pandemic. Being a junior mentor is really rewarding for me.

”

Suraj sharing his journey with GG on stage during GG's Farewell Celebration

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



# Behind The Scenes

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- Our Volunteers
- Our Partners & Enablers
- Our People



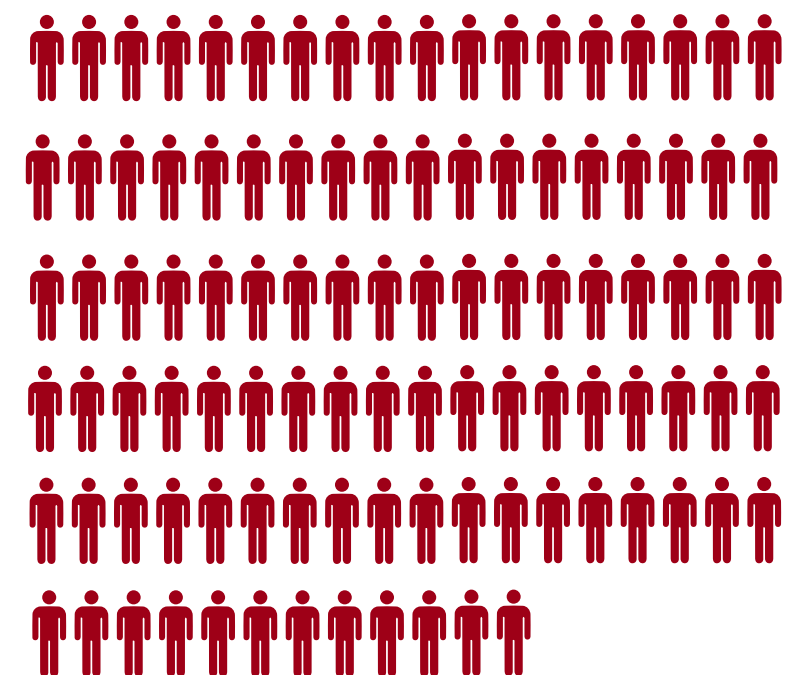


## Our Volunteers

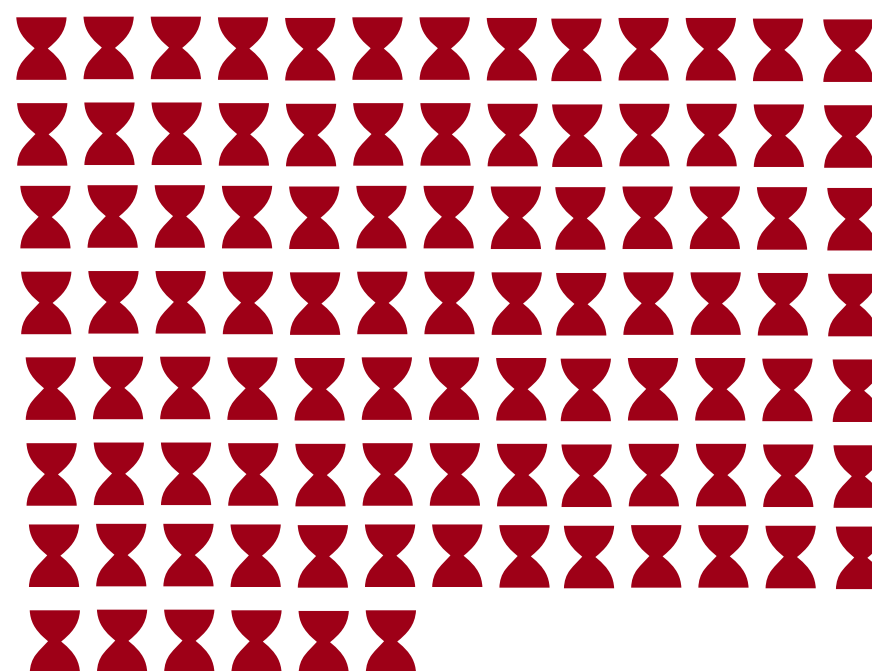
Volunteers are the backbone of many programmes in GG. Some tirelessly invested their time on weekends to mentor our beneficiaries, while others helped in other areas to ensure that we can continue to do what we do best.

In 2022, we had 80 new volunteers while the rest were existing volunteers who have been with us from previous years.

With our Community Learning Programmes still being done online, we had committed volunteers from all over Malaysia! With the power of the Internet, the geographical locations did not hinder these volunteers to join us from all corners of Malaysia and even other countries, like Australia, Hong Kong, and even the UK!



**186 Active Volunteers**



**3,715 Volunteering Hours**





## Meeting Face-To-Face for the First Time

Year-end outings for children from our Community Learning Programmes were a staple before the pandemic, so they were excited when these outings resumed in 2022.

Together with our volunteers chaperoning, we brought the children to the National Science Centre and the Chocolate Museum Kuala Lumpur. The cherry on top for two of the children was having their mentor traveling down from Penang to meet them and be a chaperone for the outing!

Loy Fat (*pictured middle*) has been consistently volunteering online for the past 2 years and this was the first time she was able to finally meet with her mentees face-to-face!

After almost 3 years of online learning, our Community Learning Programmes will be returning to face-to-face sessions with our students in 2023. This also means that we will bid farewell to our out-of-state and out-of-country volunteers. We thank you for the big heart you had for your students, and we hope that our paths will cross again!





# Volunteer Testimonies



It was refreshing to be able to mentor the students. During MCO, there weren't many good days, but the LIT sessions were always the good days and I look forward to it every time!"



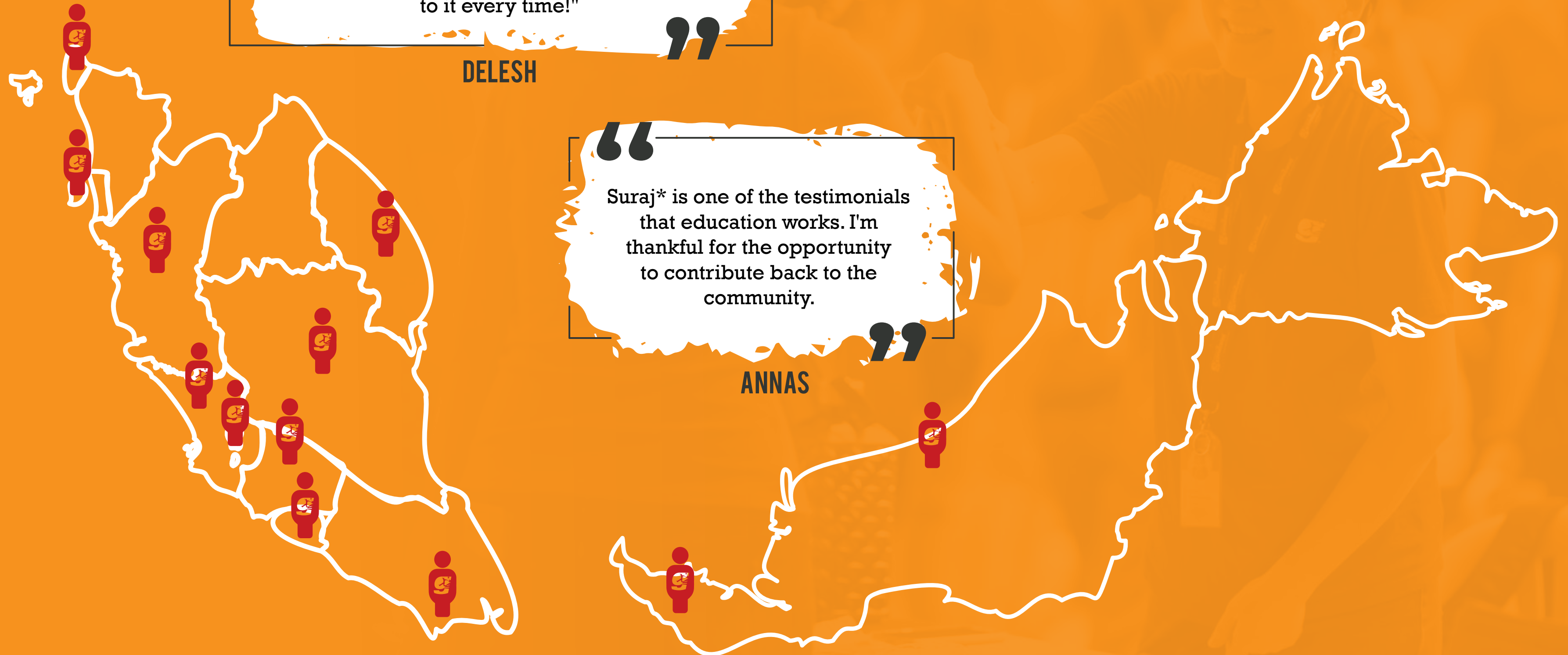
**DELESH**



Suraj\* is one of the testimonials that education works. I'm thankful for the opportunity to contribute back to the community.



**ANNAS**



**THANK YOU**  
**Our Partners & Enablers**

LITERACY





**THANK YOU**  
**Our Partners & Enablers**

NUTRITION & BASIC NEEDS



SOCIAL PROTECTION & LIFE SKILLS



## Our People

At GG, our people are our greatest asset and it warms our heart when we know we are heading in the right direction.



McKinsey Solutions

GG participated in the Organisational Health index (OHI) by McKinsey & Company to better understand our organisational health, employee engagement levels, and identify areas of improvement.

We're proud to announce that we scored **82%**, indicating a **healthy index!**

## What Does A Healthy Index Mean?



### External Orientation

GG maintains high engagement with stakeholders and external parties.



### Work Environment

An open and trusting work environment that is both internally competitive and operationally disciplined.



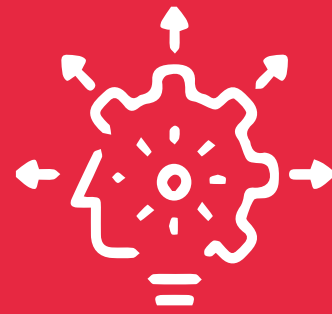
### Clear Direction

There is strategic clarity in the direction of the organisation.





## Areas Of Improvement



### **Organisational Capability**

To invite professional expertise to address skill gaps, e.g. Fundraising.



### **Financial Incentive as a Motivation**

To safeguard intrinsic motivation where financial incentives are lacking.

As a not-for-profit organisation, we recognise that we will continue to score low in the area of financial incentives. It is a difficult balance to strike between ensuring funds raised are translated directly towards tangible impact on our beneficiaries while also providing adequate monetary incentives to our team.

However, we are committed to continue working on providing equitable and fair compensation to our team based on their growth in skills and expertise as best as our funds allow us.

## Filling In The Gaps With Short-Term Contract Workers

In 2022, there were gaps that appeared in terms of manpower and specialised skills. These gaps further widened when some of our long-time staff members moved on to new things.

One strategy to fill those gaps was to engage skilled contract workers for various projects throughout the year.



**5 medical students** came onboard as research assistants for Projek Makan Sihat.



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



**2 preschool teachers** came onboard to run the project Rumah Kanak-Kanak Tengku Budriah.



**5 contract workers** joined our various departments to support different projects.

We are grateful to all our amazing contract workers who supported our initiatives this year!



# Financial Report 2022

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- Governance & Accountability
- Financial Highlights
- Financial Overview
- Financial Statements



## Governance & Accountability

At GG, we recognise 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.

- 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 2022, and of its financial performance and cash flows for the financial year then ended in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Companies Act 2016 in Malaysia. A copy of the audit report and financial statements can be obtained from our website [www.gengemilang.org](http://www.gengemilang.org)
- GG has been granted tax-exempt status under Subsection 44(6) of the Income Tax Act 1967 from 1 June 2020 till 31 May 2025. GG's income will be exempted from tax during this period.
- We consistently conduct management review and monitoring of operating costs to ensure that resources are optimised and within approved budgets. Project evaluations are also carried out to assess the ongoing effectiveness of our programmes in meeting our beneficiaries' needs.
- We are committed to ensure that all donations and grants received are used for their intended purposes and look to leverage funds for maximum impact.



## Financial Highlights

Two key changes in 2022 compared to last year:

1



**Decrease in donations by 18.7% and charitable activities spending by 18.8%**

**1.Reduction in funded programmes**

Grants and donations experienced a decrease due to a reduction in funded programmes that were either intentionally scaled back or not repeated. For instance, when schools reopened in 2022 and physical lessons resumed, the provision of devices and data for B40 students' online learning was no longer necessary.

**2. Conclusion of PAMB-GG Partnership**

As GG's partnership with Prudential Assurance Malaysia Berhad (PAMB) was nearing its end, programmes associated with this collaboration have been gradually scaled back in anticipation of its conclusion. Consequently, this reduction in activities also led to a decrease in the expenditure on charitable activities.

2



**Decrease in right-of-use assets by 42.4% and lease liabilities by 40.7%**

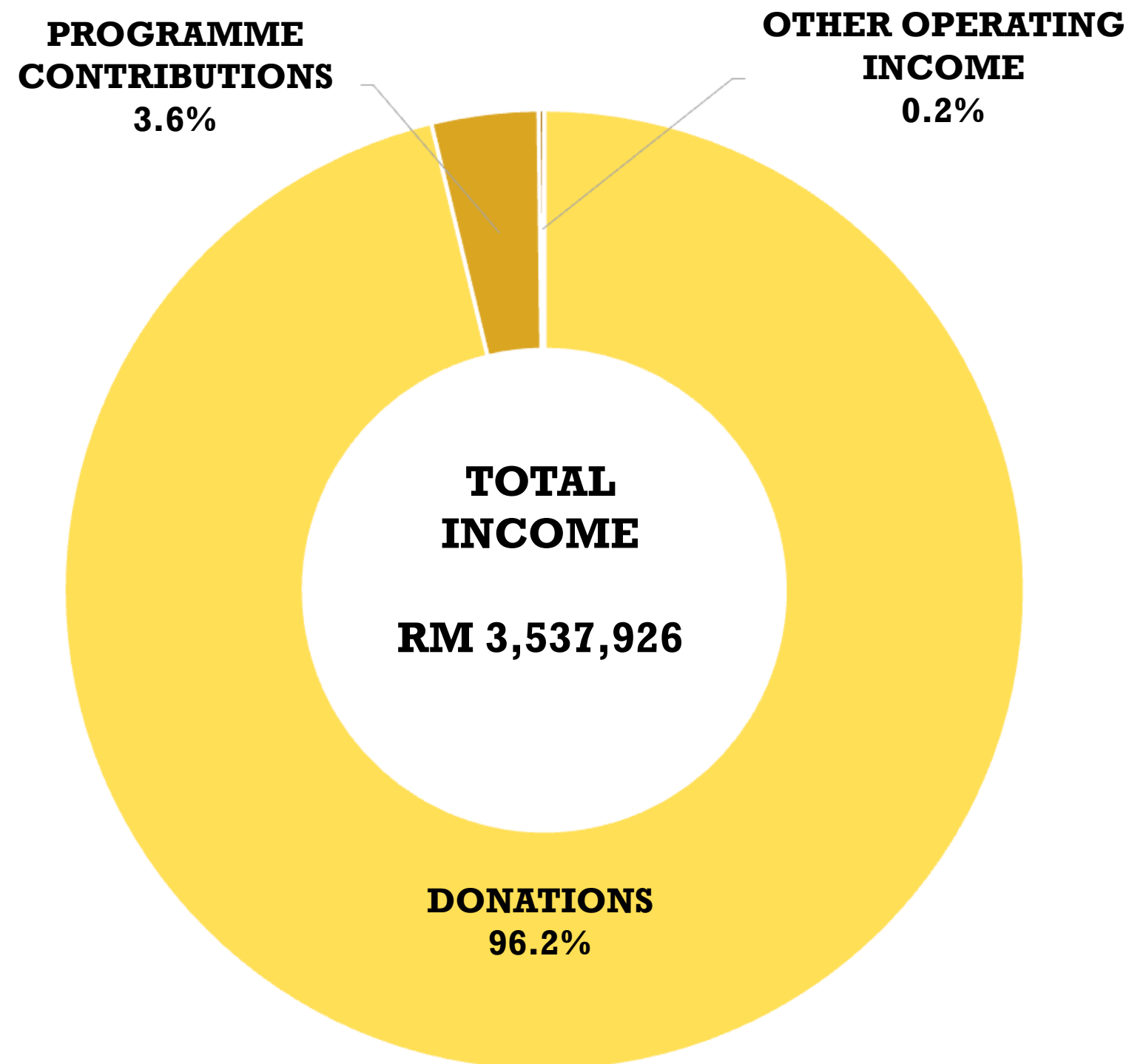
Effective 1 October 2022, GG made the decision to release one of our rented premises. As a result, the present values associated with that particular premise has been removed from the statement of financial position.

Despite these changes, we are proud to see continued growth in the scope and impact of our services, while still successfully maintaining our spending on charitable activities at over 80%.



## Financial Overview

### Income in 2022



**DONATIONS** are funds donated to support GG's mission and programmes in compliance with our Giving Policy ([guidelines](#) available on our website). Donations consist of general and restricted donations received from individuals and non-government entities including corporate bodies and non-profit organisations. Restricted donations are recognised when the specific utilisation conditions have been met.

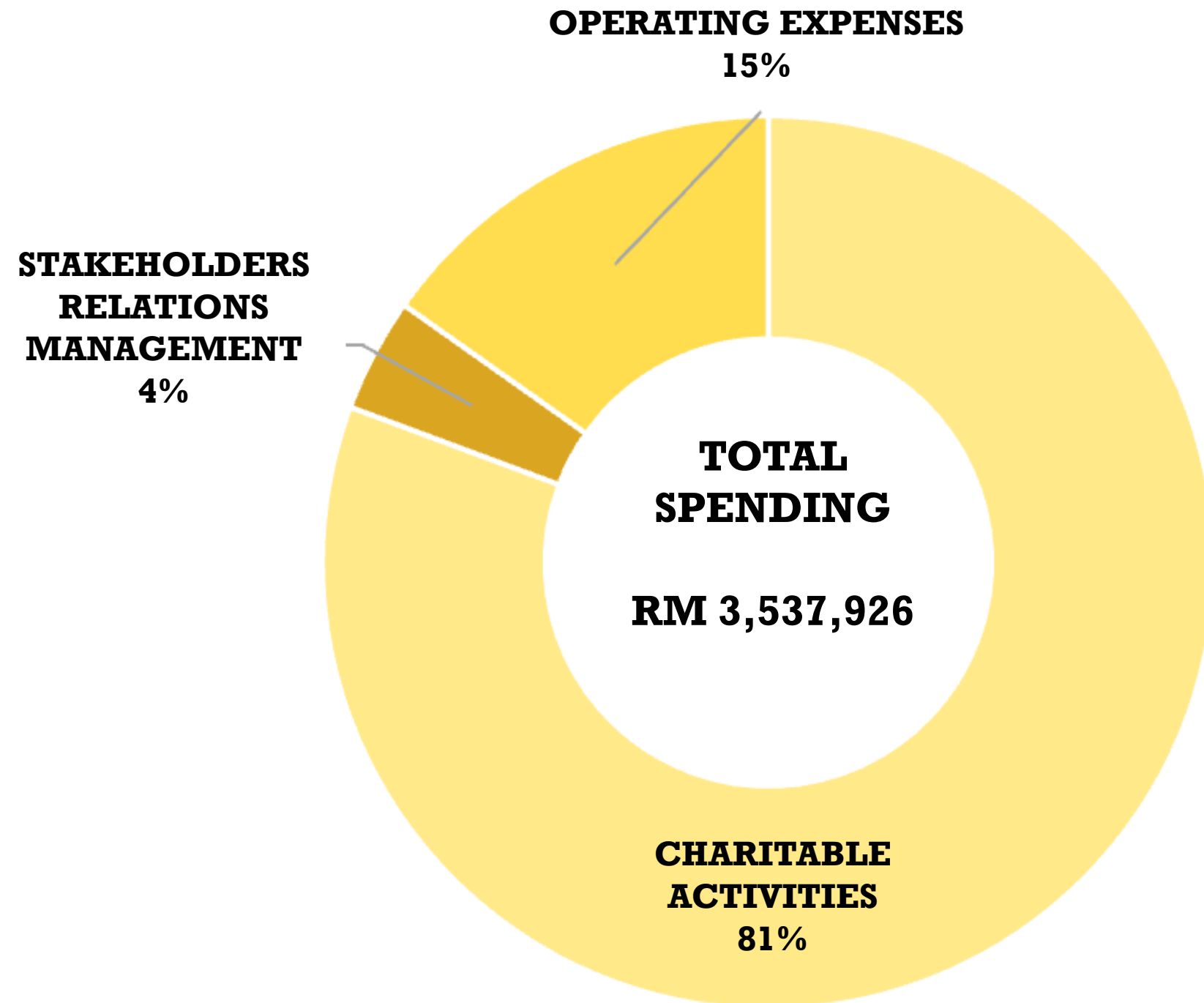
Donations have declined by 18.7% to RM3,404,080 (2021: RM4,188,015) due to multiple factors, including a decrease in donations received over the course of the year. Furthermore, the discontinuation of device and data provision, the conclusion of PAMB-GG partnership, and a reduced number of students participating in programmes held in Taman Prima Selayang as we prepare to exit the community, have also contributed to the decline.

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

Programme contributions have decreased substantially by 57% to RM127,155 (2021: RM292,677), primarily attributable to the termination of our PRUKasih Distributorship contract which took effect in July 2022.

**OTHER OPERATING INCOME** includes income from disposal of obsolete IT assets and gains arising from the termination of a right-of-use asset.

## Spending By Functions



**Expenditure on Charitable Activities** includes programme staff costs and programme material costs. Expenditure on charitable activities has decreased by 18.8% to RM2,853,471 (2021: RM3,514,638), primarily attributed to staff movement and the discontinuation of several programmes that were carried out in the previous year.

A further breakdown of charitable activities are as follows:

Value Based Learning	13%
Family Education & Empowerment	23%
Academic Learning & Enrichment	17%
Education Accessibility	28%
	<hr/>
	81%

**Expenditure on Stakeholder Relations Management** covers programme staff costs and expenses incurred for communications and building stakeholder relationships. The cost of stakeholder relations management remains consistent with the previous year, accounting for 4% of total spending.

**Operating Expenses** covers operational staff costs, premises and administrative expenses. Operating costs have decreased by 3.9% to RM538,401 (2021: RM560,394) primarily attributed to the complete depreciation of furniture, fittings and office renovation in 2021.





## Financial Statements

### Statement of Comprehensive Income

	1 JAN 2022 to 31 DEC 2022	1 JAN 2021 to 31 DEC 2021
<b>INCOME</b>		
Donations	3,404,080	4,188,015
Program Contributions	127,155	292,677
Other Operating Income	6,691	17,546
<b>TOTAL INCOME</b>	<b>3,537,926</b>	<b>4,498,238</b>
<b>EXPENSES</b>		
Charitable activities	(2,853,471)	(3,514,638)
Stakeholders relations management	(146,054)	(164,352)
Operating expenses	(538,401)	(560,394)
<b>TOTAL EXPENSES</b>	<b>(3,537,926)</b>	<b>(4,239,384)</b>
Surplus before taxation *	-	258,854
Taxation	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL PERIOD</b>	<b>-</b>	<b>258,854</b>

\* This amount is tax exempted.

## Statement of Financial Position

	AS AT 31 DEC 2022 RM	AS AT 31 DEC 2021 RM
<b>ASSETS</b>		
<b>Non-current asset</b>		
Equipment	28,516	36,861
Right-of-use assets	176,479	306,442
	<u>204,995</u>	<u>343,303</u>
<b>Current assets</b>		
Donations receivable *	104,665	-
Other receivables	100,950	67,888
Fixed deposits with licensed banks	147,383	155,632
Cash and bank balances	1,378,645	1,775,907
	<u>1,731,643</u>	<u>1,999,427</u>
<b>Total Assets</b>	<b>1,936,638</b>	<b>2,342,730</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
Accumulated funds	258,854	258,854
<b>Non-current liabilities</b>		
Lease liabilities	120,526	199,744
<b>Current liabilities</b>		
Lease liabilities	73,830	127,843
Other payables	70,285	74,977
Deferred income	1,413,143	1,681,312
	<u>1,557,258</u>	<u>1,884,132</u>
<b>Total Equity and Liabilities</b>	<b>1,936,638</b>	<b>2,342,730</b>

\* The amount of RM104,665 (2021: nil) was expected to be received as part of a total contribution for a specific ongoing program and was subsequently received in March 2023.



