

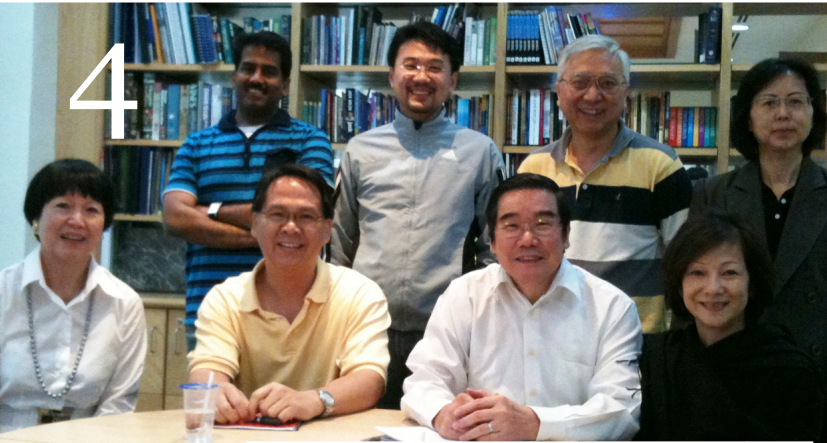
# Love Beyond Walls

PERSATUAN KEBAJIKAN  
GENERASI GEMILANG

# ANNUAL REPORT 2011



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## OUR VISION

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

## OUR MISSION

Influencing Nation, Impacting Generations

- ◆ Touching lives through loving & serving
- ◆ Transforming Communities & Families
- ◆ Reaching out to the Next Generation

# GROWTH MOMENTUM

**2011** has been a momentous year for us.

Just one year and nine months after our registration, Persatuan Kebajikan Generasi Gemilang (PKGG) has grown by leaps and bounds in 3 ways.

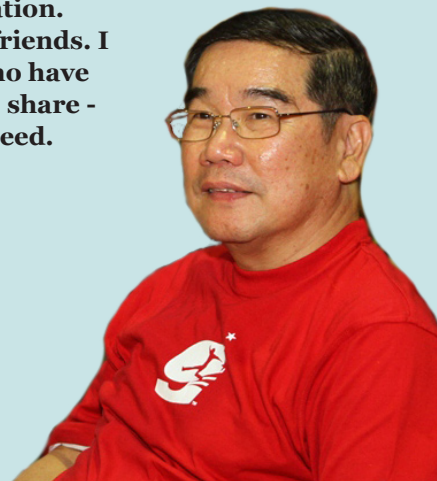
Firstly, PKGG has grown in its circle of influence. You will see from the report that thousands of lives have been impacted by our programmes.

Secondly, PKGG has also grown in its circle of recognition. More and more government agencies and corporate organisations have recognised the value of the programmes we have in helping and transforming communities especially among the poor and marginalised and also to the next generation.

Last but not least, PKGG has grown in its circle of friends. I want to take this opportunity to thank those of you who have believed in our vision to transform the community, to share - 'Love beyond walls' to people of all races, color and creed.

Thank you for sharing our dreams.

**Dr Chew Weng Chee**  
Chairman



## BEYOND EXPECTATIONS

2011 was a year of "Beyonds." We have grown beyond our expectations. Many great things that transpired were beyond our plans. It also has been a year of much learning and growing for us. We have grown in the number of staff and volunteers, and also grown in the number of people we serve through our programmes.

We have learned much to "love people beyond walls". Love that breaks down the walls of racial and religious differences, love that transcended the barriers of status and background. We have seen our staffs and volunteers going the extra-mile to bring hope to "one more" child, "one more" youth

and "one more" family. We are humbled to be given the opportunity to serve so many people of various backgrounds and races.

We have witnessed how our staffs and volunteers lived out our philosophy - "it's not just about giving handouts, but it's about giving somebody a hand up. It's not just about giving money, but it's about restoring dignity." That to me is "Love Beyond Walls."

I appreciate deeply all our corporate partners, JKM, LPPKN, KWPKM, our donors and volunteers, who have given themselves in their time, treasure and talents. Your giving continues to fuel our passion for the vision. Thank you for believing in our cause. Because you care, many needy ones can have a better day. Because you give, many who are hopeless can have a brighter tomorrow.

We constantly labour to better our services as we serve the needs of our city and the community.

Thank you for your partnership.

**Daniel Tan**  
Executive Director



# PKGG COMMITTEE MEMBERS



**DR. CHEW WENG CHEE**  
CHAIRMAN



**WONG KOON TATT**  
VICE CHAIRMAN



**TAN SIEW HOON**  
TREASURER



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



**JACOB RABINDRANATH KRISHNAN**  
ASSISTANT SECRETARY



**FREDDIE ACHO BIAN**  
COMMITTEE MEMBER



**DR. LEW LEE CHOO**  
COMMITTEE MEMBER



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

In 2011, we had a team of 10 full-time staffs and 8 part-time staffs. The team has grown in strength as shown below (status as of 1 May 2012)

EXECUTIVE DIRECTOR  
DANIEL TAN

COMMUNITY DEVELOPMENT (KIDS)  
ANDY LOH  
ANGELINE YAP  
LEE SHEALIN

CHIEF OPERATING OFFICER  
NOELLE TAN

COUNSELLING & CARE  
LIZ BENDOR

HEAD OF CYBER WELLNESS  
NICHOLAS FOONG

CYBER WELLNESS  
KEITH WOO  
TANG YUNN HANM

HEAD OF LIFE SKILLS  
VICTOR WONG

HEAD OF SERVICE LEARNING  
LAW GIN KYE

LEADERSHIP & MENTORING  
CHEAH HUAY PHING  
SIMPSON KHOO  
CHRISTINE CHAI

STRATEGIC ALLIANCES  
TERI CHOONG

ACCOUNTS & PARTNERSHIP DEVELOPMENT  
MELISSA NGIAM

LIFE SKILLS  
AMOS HO  
KELLY WONG

ADMINISTRATOR  
GAN SIEW CHING

SERVICE LEARNING  
TAN JEE WANG

COMMUNITY DEVELOPMENT (FAMILY)  
LEE HUI FONG  
BERNICE CHEAH  
VICKY LIEW  
NOAH CHIA

VOLUNTEER MANAGEMENT & PR  
CLARA WAN

# OUR SERVICES



## FAMILY SERVICES

focuses on strengthening healthy relationships and developing basic knowledge and skill to empower underserved families. *50 families were taught how to manage their finances.*



## KIDS SERVICES

focuses on providing all-round development for children in orphanages and underserved communities to live life with a purpose and hope. *Inspired 250 kids in underserved communities that there is hope and future for them.*

## CYBER WELLNESS

promotes a balanced and healthy lifestyle for the digital generation. The team also helps bridge the digital divide between parents and their children. *In 2011, over 10,000 youth were challenged to be a positive influence online.*



## LEADERSHIP & MENTORING

focuses on raising a next generation of exemplary leaders through character development and mentoring. *Over 20 youth mentored weekly since Aug 2011 at Pusat Bimbingan Pelajar Programme.*



**LIFE SKILLS** focuses on empowering youths to make healthy life choices through knowledge and skills gained from our awareness and prevention programmes. *More than 1000 students equipped with knowledge to make positive life choices.*



## SERVICE LEARNING

is a form of experiential learning that enables students to apply academic knowledge and critical thinking skills to address genuine community needs. *350 students from 4 colleges gave their time to serve in 4 communities.*

## COUNSELLING & CARE

provides help for those who needs support on issues relating to relationship, finance, emotions, and work-stress. *Service started since August 2011 with a dedicated C&C room.*



## CORPORATE PARTNERSHIP

focuses on creating a sustainable social environment by leveraging the business competencies and resources of our partners to address real social needs. *Inspired 3 MNCs to mobilize over 250 employees for long-term community projects.*

# 2011 HIGHLIGHTS

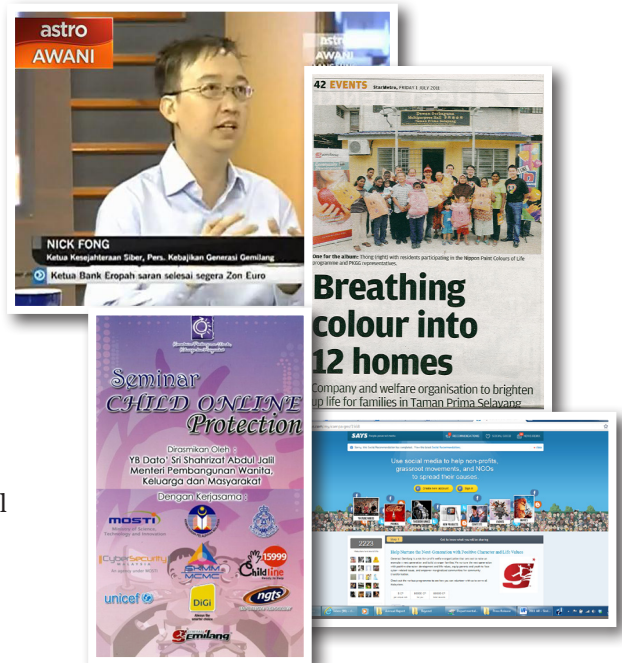


## NEW GROUNDS

- ◆ **Moved into our new office** at Sunwaymas Commercial Center. It is equipped with a training room cum cyber center and a counseling room
- ◆ **Cyber Wellness team** conducted their first seminar beyond the sea in East Malaysia. The 2-days conference was held in Kuching, Sarawak
- ◆ **Established relationship** with a neighbouring community, Kg Cempaka

## MEDIA

- ◆ **TV (Astro Awani)** – Panel discussion on Safe Environment for Teens
- ◆ **Newspapers** (The Star, NST, The Sun, Sin Chiew Daily, Utusan Malaysia, Sinar Harian)
- ◆ **Online (Says.my)** - Featured in the Social Good campaign
- ◆ **Conference (Child Online Protection Seminar)** - Panel speaker on the topic of Cyber Reality in Malaysia



## CORPORATE PARTNERSHIPS

Partnered with 3 MNCs among other companies. Some of the projects include:

- ◆ **Colours of Life (Nippon Paint)** – 12 homes given a makeover and a multi-purpose hall was renovated for the community to hold enrichment programmes.
- ◆ **Live Life, Touch Lives (Danone Dumex)** – Provide a comfortable and safe 'home-like' environment for the children at RKKTB
- ◆ **PRUKasih (Prudential)** – One of a kind protection plan to provide financial stability in times of emergency for under-served communities





## COMMUNITY

3 major celebrations held at 3 different communities benefitting more than 2,600 households

- ◆ **Hari Raya Celebration @ PPR Sri Pantai**
- ◆ **Pesta Gemilang @ Taman Prima Selayang**
- ◆ **Christmas Celebration @ Kg Cempaka**

Various programmes run bi-weekly or monthly in the communities (eg. Financial Literacy, Happy Living, KidzLIFE)



## YOUTH

- ◆ **Cyber Wellness, Leadership & Mentoring, Life Skills and Service Learning** programmes run in 17 educational institutions
- ◆ **Students challenged** to make a difference in the life of another through volunteering
- ◆ **Sunway University students** were inspired to organize a Charity Concert with proceeds going to PKGG and Yellow House Society



# GOVERNANCE AND ACCOUNTABILITY

## OUR PROMISE

At PKGG, we recognize that every resource entrusted to us can transform our client's lives. We promise to manage the funds received honestly and will use it effectively to benefit our clients.

We take seriously the responsibility to maintain integrity and transparency in everything we do. Therefore, PKGG is committed to fulfilling the following:

- ◆ PKGG is governed by The Societies Act of 1966 and overseen by a Committee. The Committee establishes policies, sets budgets, monitors and reviews performance and operations. The Committee also charts the vision and direction for PKGG moving forward.
- ◆ The financial statements are prepared in accordance with generally accepted

accounting practices.

- ◆ An annual audit is obtained in accordance with generally accepted auditing standards by an independent public accounting firm, H.H. Fong & Co. (Audit Firm No: AF0724)
- ◆ Consistent management review and monitoring of operating costs to ensure that resources are optimized.
- ◆ Ensure that donations and grants are used for their intended purposes and look to leverage funds for maximum impact.

## 2011 IN FIGURES

CLIENTS		PARTNERS	
Youths*	15,000	◆ Government partners including JKM, KPWKM, LPPKN, DBKL, BNM	
Parents	1,000	◆ Over 10 corporate partners including Nippon Paint (M) Sdn Bhd, Danone Dumex (M) Sdn Bhd, Prudential Assurance Malaysia Bhd	
Organizations	19		
Secondary Schools	12		
University/colleges	5		
COMMUNITIES		VOLUNTEERS	
Underserved communities	3	Walk-in volunteers	200
Orphanage	1	Student volunteers	350
Children/Youths	325	Corporate volunteers	450
Households (average of 4-6 people/household)	2,600		

\*Not all unique individuals



# FINANCIAL HIGHLIGHTS

PKGG began operations effective August 2010 and has continued to grow in 2011. This year, we received a tremendous gain in support. As a result, we were able to greatly expand our reach, increasing our ability to transform lives, while remaining efficient.

Here's what we did!

## Reached more people, more locations

This year, our youth programmes expanded beyond the Klang Valley, touching thousands of youths and parents nationwide. We adopted 1 new community, increasing the number of our adopted communities and homes to 4.

## Helped more areas of daily living

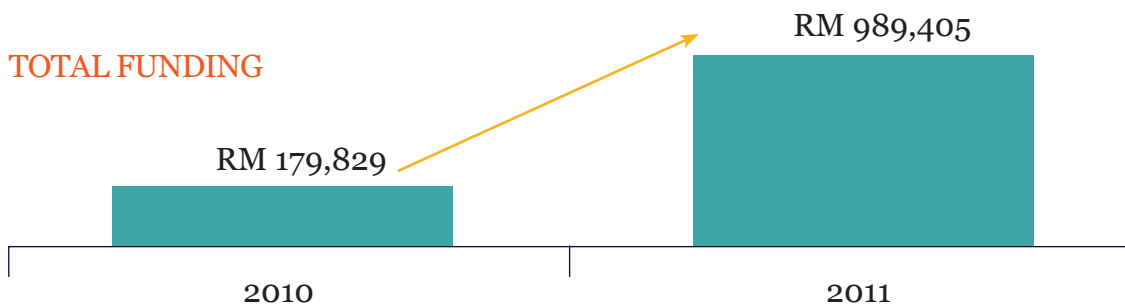
We introduced several new programs and services ranging from homework guidance for youths, physical upgrades of community facilities and teaching kids to appreciate and care for their home space. These programs and services add to our

existing portfolio, continuing to help individuals cope and build a better tomorrow.

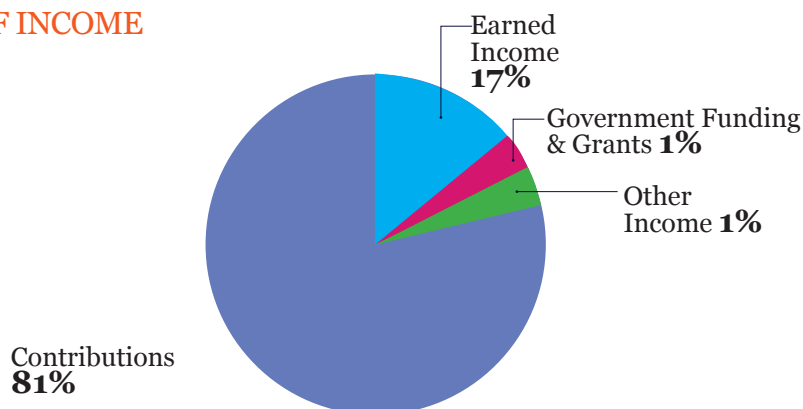
Additionally, we were able to organise 3 major community-wide celebrations to foster family and neighbour relationships, touching more than 2,600 households!

## Ran more frequent, longer term programmes

We now consistently conduct our programs weekly and fortnightly, many of which runs over a period of 6 months. This enabled more families, youths and kids to participate, with each session benefitting 30-100 individuals.



### SOURCES OF INCOME



**Contributions** are funds donated to support PKGG's mission and programs. Of the amount, 31% come from individual donors, with the balance from various private and public organisations. These funds are received in the form of cash and cash equivalents throughout the year.

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

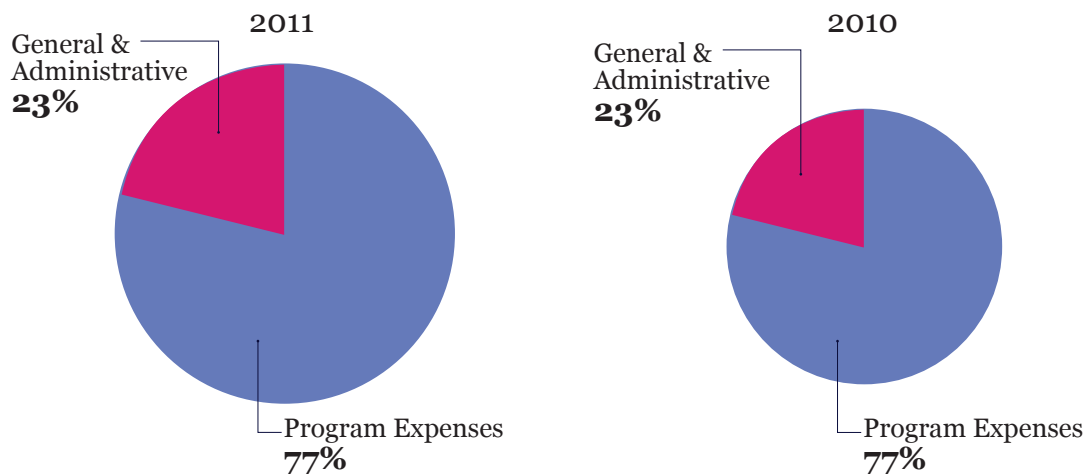
**Government funding & grants** were received in conjunction with our work with a children welfare home during the year. The funds were fully utilised for the purpose of facility upgrades.

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

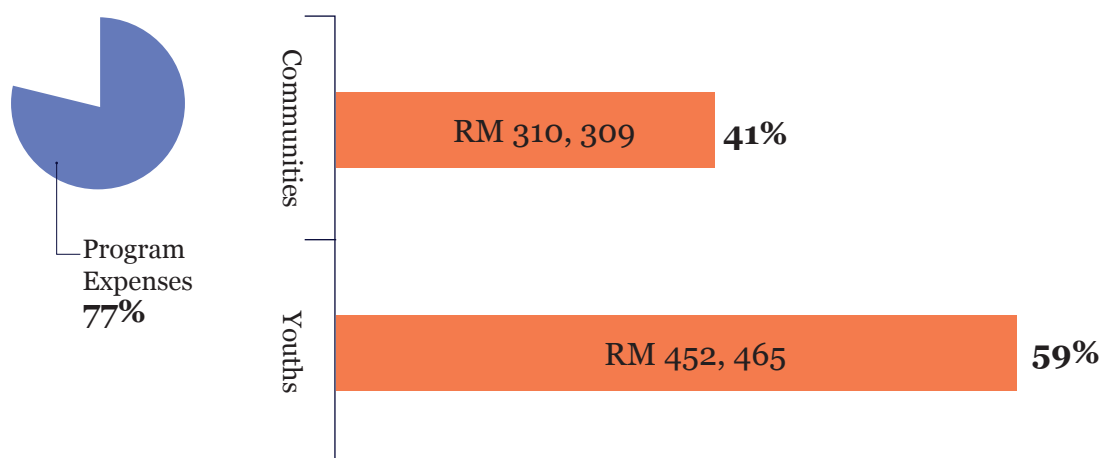
# FINANCIAL HIGHLIGHTS

## ORGANISATIONAL EFFICIENCY

In spite of our organisation's growth, we kept PKGG running efficiently. Here is how we used donor dollars to support our mission.



**Program Expenses** includes programme staff costs, program material costs, related marketing expenses and directly attributable overhead costs.



**Communities:** Community Development – Family & Kids, Counselling

**Youths:** Leadership & Mentoring, Cyber Wellness, Life Skills and Service Learning

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

**General & Administrative 23%**

Distribution of General & Administrative Expenses:		
	RM	%
Rent, Utilities & other premise related expenses	73,766	33
Payroll (Support staff)	72,993	32
Depreciation	48,208	21
Office Equipment & Supplies	11,672	6
Professional fees *	6,273	3
Printing & Postage	3,025	1

\*Includes legal, audit and accounting services

**PERSATUAN KEBAJIKAN GENERASI GEMILANG KUALA LUMPUR & SELANGOR** (Registered in Malaysia)

**STATEMENT OF INCOME AND EXPENDITURE**

For the year ended 31 December 2011

	<b>2011</b>	<b>5 March 2010 (date of incorporation) to 31 December 2010 (*)</b>
	<b>RM</b>	<b>RM</b>
<b>INCOME</b>		
Earned income	167,454	3,100
Income Sources	808,466	176,449
Other income	13,591	280
	<b>989,511</b>	<b>179,829</b>
<b>LESS: DIRECT COST</b>		
Staffing costs	537,799	126,350
Program operating costs	145,487	1,773
Marketing & Corp Comm costs	25,609	9,996
Transport	15,562	616
Other administrative costs	38,317	-
	<b>762,774</b>	<b>138,735</b>
<b>LESS: INDIRECT COST</b>		
Staffing costs	72,993	23,691
Premise expenses	73,765	4,333
Administrative expenses	74,141	9,620
Merchandise expenses	5,838	3,950
	<b>226,737</b>	<b>41,594</b>
<b>SURPLUS/ (DEFICIT) FOR THE YEAR</b>	<b>-</b>	<b>(500)</b>

**PERSATUAN KEBAJIKAN GENERASI GEMILANG KUALA LUMPUR & SELANGOR** (Registered in Malaysia)

**BALANCE SHEET**

As at 31 December 2011

	<b>2011</b>	<b>2010</b>
	<b>RM</b>	<b>RM</b>
<b>NON CURRENT ASSETS</b>		
Property, plant and equipment	327,067	34,204
<b>CURRENT ASSETS</b>		
Other receivables & deposits	74,635	97,890
Inventory	3,500	-
Cash and bank balances	499,514	187,800
	<b>577,649</b>	<b>285,690</b>
<b>LESS: CURRENT LIABILITIES</b>		
Trade Payables	2,749	-
Other payables & accrued expenses	20,711	752
	<b>23,460</b>	<b>752</b>
	<b>554,189</b>	<b>284,938</b>
<b>NET CURRENT ASSETS</b>	<b>881,526</b>	<b>319,142</b>
<b>FINANCED BY</b>		
Designated fund	881,756	319,642
Accumulated losses	(500)	(500)
	<b>881,526</b>	<b>319,142</b>

(\*) Amounts disclosed represent financial transactions only occurring after operations commenced, that is effective August 2010 till the end of the financial year (5 months). No financial transactions occurred prior to August 2010



A not-for-profit welfare organization that sets out to raise an exemplary next-generation and build stronger families. We nurture the next-generation with positive character development and life values, equip parents and youth to face cyber-related issues, and empower under-served communities for community transformation

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