

INTERIM REPORT

JANUARY - JUNE
2023



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community



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WHO WE ARE

VISION

Transforming charity into sustainability by educating youth of the world to be global leaders through impact driven community programs.



MISSION



- Volunteers from Taylor's Education Group to develop their personal self while contributing to the society
- Collaborate with corporate partners to execute CSR programmes with impact in mind
- Ensure projects success with impact measurement methodology



OUR VALUES



OPENNESS

We explore new ideas and concepts to amplify value



IMPACT DRIVEN

Creating tangible & measurable impact via our programmes



PASSION

Pouring our hearts and minds into everything we do



IMPACT MEASUREMENT METHODOLOGY

PROBLEM IDENTIFICATION & ANALYSIS

(WHAT ARE THE PROBLEMS?)

SOLUTIONING

(HOW/WHAT ARE THE SOLUTIONS AVAILABLE?)

REALITY CHECK

(DREAM VS REALITY)

SOLUTIONING

(WHO CAN HELP TO ACHIEVE THOSE SOLUTIONS AND WHEN?)

IMPACT MEASUREMENT TOOLS

(HOW TO DEMONSTRATE THAT THOSE SOLUTIONS WORKED)



The objective is to derive both qualitative and quantitative measurements (impact results) from social projects

HOURGLASS is the product of a collaboration between Taylor's Education Group and Incitement started in December 2016 - aiming to develop a social impact measurement methodology that could be used across the board by regional nonprofits to deliver thorough and accurate reporting on their work.



OUR DIVERSITY, EQUITY AND INCLUSION (DEI) MISSION

We believe diversity, equity, and inclusion is an ongoing journey of learning and betterment.

We are committed to creating and sustaining a culture that embodies diverse walks of life, ideas, genders, ages, races, cultures, sexual orientation, abilities, and other unique qualities of our employees.

We strive to offer a team where every member feels empowered by all the ways we are different, as well as the ways in which we are the same.



Transparency &
Employee
Experience

Workforce
diversity

Talent
development /
movement

Societal / Business
Impact





WHAT WE HAVE DONE

Organised & Executed

234 Programs



Impacted more than

18,622

Individuals



Impacted more than

6474 Beneficiaries



HIGHLIGHTS

COMMUNITY UNIVERSITY

What does Community University, also known as CommU, entail?

CommU offers a variety of programs that take place on alternate Saturdays. We welcome the marginalized communities to learn in our world class Taylor's University Lakeside Campus so that they too, can experience a university learning environment. We hope that they will be inspired and feel included as part of the larger society.

Program
Keusahawanan
PRUKasih-Taylor's
2023

RHB #JOMBiz

CIMB MicroBiz
Ready 2023

Kelab Usahawan
Alumni Taylor's
Community
(KUAT Community)

Program
Keusahawanan
Taylor's - CIMB
Islamic 6.0



HIGHLIGHTS

COMMUNITY UNIVERSITY

KELAB USAHAWAN ALUMNI TAYLOR'S COMMUNITY (KUAT COMMUNITY)

We have conducted many entrepreneurship programs since the beginning of 2017 to support the less privileged community by strengthening their income generation capabilities. Our aim is to achieve sustainable impact, therefore we are always finding a way to ensure our entrepreneurship program embeds continuous learning and growth even after they have graduated from our program.

KUAT Community stands for Kelab Usahawan Alumni Taylor's Community. This club is especially meaningful as the name 'KUAT' was proposed by a KUAT member herself, Cherstina, and the creation of the club's logo was designed by another KUAT member - Azrin.



50 alumni were onboarded for a 12-month journey and they were paired with five Chapter Leads as their business coaches. Throughout the 12 months journey, they have attended monthly webinars and monthly group coaching with their Chapter Leads to prepare each members for future business opportunities and even opportunities to pitch for investors. Five industry experts came on board to be our Chapter Leads. Alan Fung, the Head of Digital at Damansara Holdings Bhd and Alvin Lai, the Co-Founder of Grand Success Alliance. As a result, we are able to acquire an eclectic mix of knowledge and skills to equip the KUAT community to ultimately expand our impact further.



HIGHLIGHTS

COMMUNITY UNIVERSITY

PROGRAM KEUSAHAWANAN TAYLOR'S – CIMB ISLAMIC 6.0

Our flagship program, Program Keusahawanan Taylor's - CIMB Islamic has embarked its 6th cohort with fresh business grants given by CIMB Islamic Bank worth RM 270,275 targeted to baker entrepreneurs. There were a total of 35 participants being selected to participate in our flagship program and 30 grant winners were then selected to win business equipments worth up to RM 5500 which was fully sponsored by CIMB Islamic.

Program Keusahawanan Taylor's - CIMB Islamic 6.0 aims to cultivate successful baker entrepreneur from Asnaf* and B40 community. The 6th cohort was conducted in a blended mode where virtual classes conducted through Zoom and physical classes at Taylor's University Lakeside campus. Participants also learnt various baking skills to strengthen their product development taught by Taylor's Culinary Institute chef at our very own kitchen.

Since 2017, Program Keusahawanan Taylor's-CIMB Islamic has impacted 542 micro entrepreneurs from B40, Asnaf, single parents, refugees and People with Disabilities (PWD) communities involving RM2.5 millions from CIMB Islamic.

**Asnaf is a party that is eligible to receive Zakat aid collected from Muslims*



HIGHLIGHTS

COMMUNITY UNIVERSITY

CIMB MICROBIZ READY 2023

Our partnership with CIMB continues to grow through an upscaling programme called the CIMB MicroBiz Ready Programme. This year has become the fourth year with 10 cohorts conducted targeted to assist and empower small entrepreneurs from B40, Asnaf, Women, People with Disability (PWD) and single parents in 3 regions which were Klang Valley, Northern Region and Southern Region. Our aspirations were to introduce and motivate small entrepreneurs from the B40 community to digitize their businesses, and exposing them to financing opportunities, that are made available for SMEs to support them during these challenging times. We have successfully ran this programme under several cohorts:

- Klang Valley region: 48 participants
- Northern Region: 23 participants

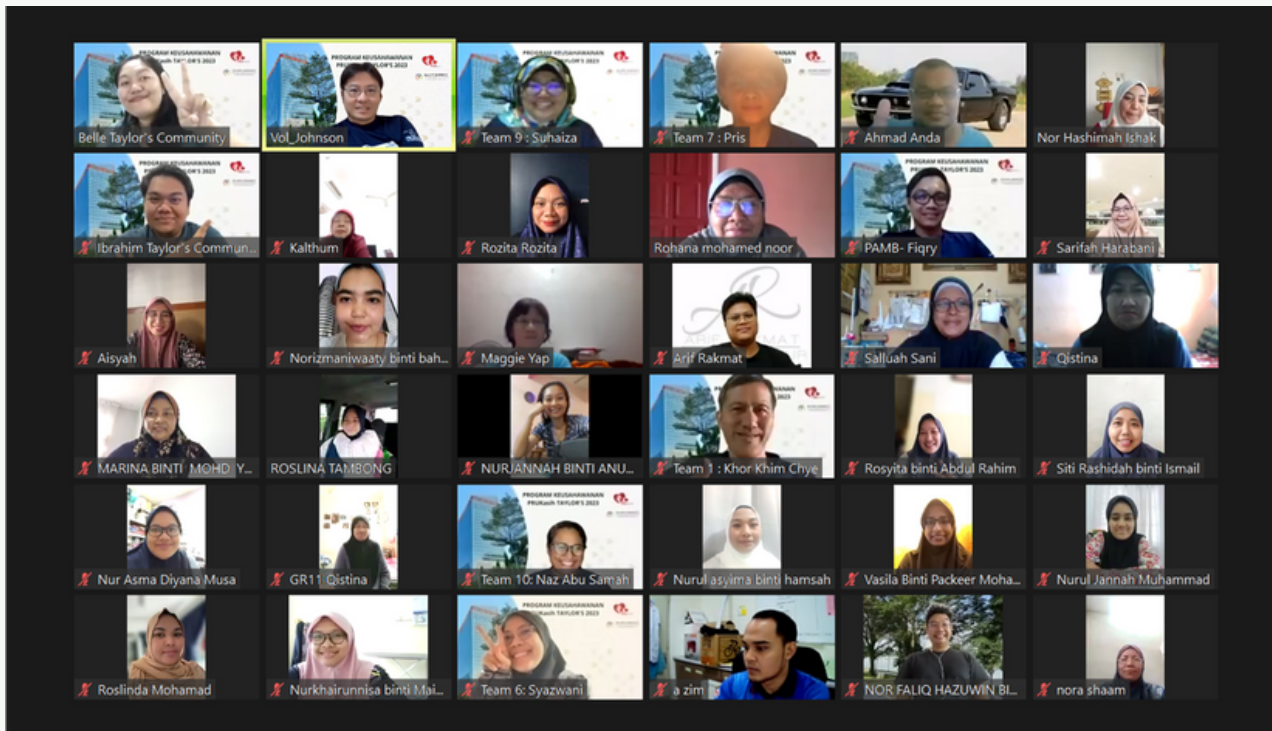
Participants have been exposed to digital tools such as EasyStore, Onpay and Mesin Kira to help transform their business and catch up with current trend. In addition we had an emotional well-being at the beginning of the class. Therefore, the program allows our participants to undergo a journey of self-discovery through mental well-being classes, financial opportunities, and exploring the means of becoming a successful SME.



HIGHLIGHTS

COMMUNITY UNIVERSITY

PROGRAM KEUSAHAWANAN PRUKASIH-TAYLOR'S 2023



In 2023, our ongoing collaboration with PRUKasih continued with the initiation of Program Keusahawanan PruKasih-Taylor's 2023! This program, which commenced in April, had a twofold objective: to empower entrepreneurs and young individuals from the B40 community with practical entrepreneurship knowledge for business improvement, and to provide emotional well-being education to strengthen their mindset and resilience in navigating the challenges of these challenging times.

Following an interview session held at Menara Prudential in Kuala Lumpur, 52 entrepreneurs were selected and are currently undergoing an educational phase. Classes are conducted once every two weeks, equipping participants with valuable insights. By the end of this phase, participants will develop a pitch deck to present their business ideas to a panel of judges, aiming to secure an equipment grant that will offer practical assistance for their business growth.

To ensure the participants derive maximum benefits from this program, we have assembled a dedicated team of volunteers from PruKasih, as well as mentors, who provide guidance and support throughout the journey.

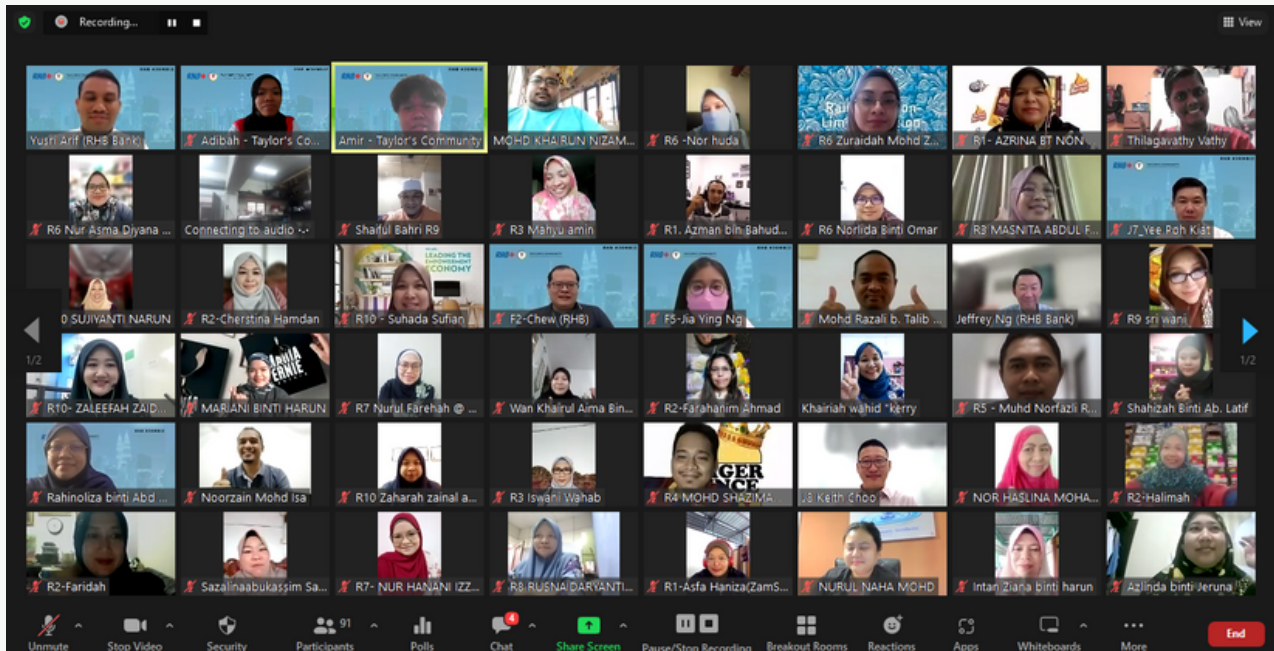


HIGHLIGHTS

COMMUNITY UNIVERSITY

RHB #JOMBIZ

RHB Bank Berhad's #JOMBiz initiative supports nano, micro, and small entrepreneurs from Asnaf, B40, and other backgrounds. The program offers essential entrepreneurship training, emotional well-being support, and access to mentors and networking opportunities. With 5 cohorts and 1,000 participants, the program has awarded RM500,000 in grants to 100 winners. It has conducted 100 classes, totaling 1,000 hours. Participants have praised the program's comprehensive and practical training, leading to improved financial and emotional well-being and equipping them with the necessary tools for business growth. Key outcomes of the RHB #JOMBiz program include enhanced entrepreneurship knowledge and skills, improved financial and emotional well-being, and increased business growth. This program is a valuable resource for nano and micro entrepreneurs seeking to expand their businesses.



HIGHLIGHTS

COMMUNITY UNIVERSITY IMPACT

Impact Indicators:

- Increased confidence to cope with endemic situation
- Increased knowledge on how to embed basic digital business skills into their business
- Ability to be self sustain and contribute back to their community

Goals in 2023:

- To empower small entrepreneurs (B40, Asnaf, Single Parents, PWD communities) with more digital entrepreneurship skills
- To provide opportunity for unemployed person to earn income through entrepreneurship program
- To equip beneficiary with more mental health related program
- To execute programs virtually or blended as virtual and physical

Impact Numbers:



Total programs: 5



Total no of participants: 524



Total no. of hours: 440 hrs



HIGHLIGHTS

CHILDREN AS CHANGEMAKERS

We believe in providing children from underprivileged community the fair chance to emerge as changemakers if their community

B40 Children:

How do we groom the next generation of our country to step up with a positive attitude towards learning and self-development?

Refugee Children:

Refugees remains to be overlooked when discussions on education and life skills arise. Taylor's Community believe that providing education for refugees is vital for the sustainability of the refugee community. They too, are capable of making an impact, not only in their communities but as an active citizen of this country.

Speaking Without
Words

Cents of Wealth

Kertas Crafting



HIGHLIGHTS

CHILDREN AS CHANGEMAKERS

SPEAKING WITHOUT WORDS



A children program called 'Speaking Without Words' at Taylor's Lakeside Campus. This program was a collaboration program with Taylor's University Psych Society Club whereby the children of B40 community gets to learn about interesting topic on body language. Through this program, they were taught on the understanding of the different types of body language, how to use it correctly and how to express their emotion through body language.

Around 17 students participated in this program where the first half of the session is the learning syllabus on body language that is conducted by Ms. Pang Chia Yee, one of the Taylor's Psychology lecturer. The students also get the opportunity to understand about the topic better through group activities that was carried out by the Psych Society students. As a result, 88.2% of the participants agreed that they can applied what they learn in this program to their daily life.

At the end of the program, Psych Society has chosen top 3 students with best participation throughout the program. The lucky winners are Mohammad Mukhlis bin Mohammad Zulfikar, Ahmad Mu'adz bin Mohd Zulfikar, and Siti Hajar bt Mohd Rafae.



HIGHLIGHTS

CHILDREN AS CHANGEMAKERS

CENTS OF WEALTH

Our beneficiaries from two of the refugee schools, MON and GHALC came to Taylor's Lakeside Campus to learn about Financial Literacy. This program, which is called 'Cents of Wealth' is a collaboration effort between Taylor's Community and Taylor's AKPK that aims to encourage the refugee children to garner knowledge on financial literacy. A total of 24 students participated in this program where they get to learn on how to save & earn money as well as budget planning. The module was conducted by AKPK, where Ed Idris is in charge of the saving & earning money module while Ching Nam leading the budget planning module. The students also had the opportunity to participate in activities and games carried out by AKPK such as Quizziz, Pictionary and Charade. At the end of the program, 10 lucky winners were chosen based on thorough selections by AKPK on the best overall participations of the students. Thank you AKPK and your team for the efforts in making today's children program a success! Taylor's Community is looking forward to working with you in the future program!



HIGHLIGHTS

CHILDREN AS CHANGEMAKERS

KERTAS KRAFTING



"Kertas Krafting" was a collaborative one-day program between Taylor's Community and Taylor's Nature Club (TNC) that focused on upcycling. It aimed to provide underprivileged refugee children at Warrior Bride Learning Centre with hands-on learning experiences in sustainability and environmental protection. The program empowered students by fostering a sense of pride and accomplishment through creating useful items from recycled materials. Additionally, it equipped them with new skills in upcycling and repurposing waste, offering potential job opportunities and entrepreneurial prospects. The program also facilitated the formation of friendships among students from diverse backgrounds, promoting a sense of community and belonging. Overall, "Kertas Krafting" successfully educated and engaged refugee students in sustainability while nurturing their personal growth and connection to others.



HIGHLIGHTS

CHILDREN AS CHANGEMAKERS IMPACTS

Impact Indicators:

- Increased passion for learning new knowledge and practical skills
- Increased awareness for mental health and emotional wellbeing
- Increased desire to be a part of a community that works for social good

Impact Numbers:



Total programs: 3



Total no of participants: 97



Total no. of hours: 15 hrs

Goals in 2023:

- To empower young children with the optimal mindset to create change for themselves and their community
- To provide a platform for young children to procure knowledge in a holistic manner
- To equip young children with more mental health awareness
- To execute programs virtually or blended as virtual and physical



HIGHLIGHTS

WOMEN EMPOWERMENT

Women are the backbone of our community and have the power to shape the younger generation to create impactful change for future. We believe in empowering women through upskilling programs, income generation opportunities through entrepreneurship programs and emotional wellbeing programs. This way, they can sustain themselves and their families.

How do we ensure B40 women improve their resilience in fighting the challenges correlate with pandemic while juggling their existing roles as a homemaker?

INTERNATIONAL WOMEN'S DAY CELEBRATION

Taylor's International Women's Day Celebration happened on 11 March 2023 with an attendance of 26 participants. The celebration kicked off at 9 am with BollyX Workout session where participants gathered at Taylor's UniSquare for a 45 minutes workout to Bollywood songs! Next, we had a forum titled "Emotional Management in Digital Era" where we talked about the risks of social media to female users of all ages. Our panels were Yuzila Yusof, a certified trainer, and Nadia Halim, a social media influencer. They shared the advantages and the dark side of the internet and how we can benefit from it if we manage our emotions properly. Lastly, we had a talk on Business Digitalization by our Taylor's Community member.



HIGHLIGHTS

WOMEN EMPOWERMENT IMPACT

Impact Indicators:

- Increased passion for learning new knowledge and practical skills
- Increased awareness for mental health and emotional wellbeing



Impact Numbers:



Total programs: 1



Total no of participants: 26



Total no. of hours: 5 hrs

Goals in 2023:

- To empower women with optimal mindset to create change for themselves and their community
- To provide a platform for women to procure knowledge in a holistic manner
- To equip women with more mental health awareness
- To execute programs virtually or blended as virtual and physical

