



OUR JOURNEY 2020

Taylor's Community

A project by Taylor's Education Group Corporate Social Responsibility



Taylor's Education Group



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community

The quote Taylor's Community live and breathe by:

**"GIVE A MAN A FISH AND YOU FEED
HIM FOR A DAY;
TEACH A MAN TO FISH AND YOU
FEED HIM FOR A LIFETIME"**



Thus, our passion lies in

**TRANSFORMING CHARITY TO
SUSTAINABILITY**

Inspiring & Impacting Communities

WELCOME NOTE

Honestly, summarising year 2020 requires an extraordinary amount of strength, as I juggled between sharing vulnerably and professionally. Without a doubt, this is the toughest year of my career. When the pandemic hits in the first quarter of the year, we were caught off guard and is unprepared for such a crisis. A week into the lockdown, our beneficiaries were already contacting us – panicking and desperate for some help with basic necessities as they were struggling to even feed their children. We quickly transformed our online programs to help our beneficiaries with basic necessities while ensuring that they continue to gain some knowledge to nurture their personal growth. Before we can comfortably overcome that challenge, another blow came in the form of budget cuts and at the same time, we were also struggling with the constant uncertainties due to our governments SOP to contain the virus. It was indeed uncharted territories that we were thrown in and the terrain is especially rough. I will openly admit that I battled with constant self-doubt, wondering if I can continue to keep the department operating so that we can continue to support our vulnerable communities.

I am counting my blessings as I write this note. Taylor's Community managed to survive to this date because I am blessed with a strong and supportive team. They stood by me through all the uncertainties. They are my rock and the backbone of our projects. They are the beacon of light for our beneficiaries. I am also forever thankful to our like-minded partners who persevered with us through these tough times. Against all odds, we have managed to secure new partnerships and have rolled out several new programs. Most of all, none of the impact will be achieved without our ever resilient and inspiring beneficiaries. I have seen many tears and shed tears alongside them, knowing that they are truly trying their best to stay strong in the eye of the storm.

Despite the pandemic, we saw growth. It may not be the usual growth and impact of expanding in numbers, but growth in terms of resilience, perseverance and grit. I am hopeful that we are on a journey to recovery. I am hopeful that we will be able resume our physical programs soon and more projects will materialise to help our beneficiaries climb back up again. I am also hopeful that together, we can heal from this pandemic trauma and continue our mission to serve the underprivileged communities. But I know we cannot do this alone. Therefore, this is an open call for anyone who is keen to collaborate with us - please do reach out to me personally at may.wong@taylors.edu.my.

If you want to go fast, go alone. If you want to go far, go together.
Here's to a kinder 2021.

**"If you want to go fast, go alone.
If you want to go far, go together.
Here's to a kinder 2021."**

May Wong

**Manager Group Communications and Corporate Social Responsibility
Taylor's Education Group**

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WHO ARE WE

VISION

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

MISSION

1. To have volunteers from Taylor's Education Group develop their personal growth while contributing to the society.
2. Collaborate with corporates to execute their CSR programs with impact in mind.
3. Help stakeholders understand the importance of impact measurement and seek partnerships in line with their desired impact.

OUR VALUES



Openess

We explore new ideas and concepts to amplify value



Impact Driven

Creating tangible & measurable impact via our programs.



Passionate

Pouring our hearts and minds into everything we do.

WHAT WE DO

"EMPOWERING THE COMMUNITY THROUGH PROGRAMMES THAT HAVE MEASURABLE AND TANGIBLE OUTCOMES TO DELIVER SUSTAINABLE & HOLISTIC IMPACT."

COMMUNITY NEEDS ARE IDENTIFIED THROUGH HOURGLASS:



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 non-profits to deliver thorough and accurate reporting on their work.

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

WHAT WE DO

WE PLAN PROGRAMS BASED ON 4 STRATEGIC THEMES:



Community
University

Social
Entrepreneurship



Women
Empowerment

Children as
Change Maker



WE DO SO BY:

Bridging those who need help (NGOs, PPR Communities, People Differently Abled, Refugees and Orang Asli) **and those who want to help** (NGOs, CSR Departments from Corporate Companies and Volunteers).

THROUGH 4 PILLARS:



HEAD

Imparting
knowledge



HEART

Mental &
Emotional well
being



HANDS

Skills based
Training



HEALTH

Physical well
being

WHAT HAVE WE DONE

Organised and executed

159

PROJECTS

Impacted more than

3096

BENEFICIARIES

11724

INDIVIDUALS





PROGRAMME HIGHLIGHTS



COMMUNITY UNIVERSITY

PROBLEM STATEMENT:

How can we ensure that impact is still made despite the pandemic situation and that we couldn't run physical programmes?

PROGRAMMES EXECUTED:

Program Keusahawanan (PK) Taylor's-CIMB Islamic

When the pandemic and Movement Control Order (MCO) was announced, we ran a survey amongst 100 of our beneficiaries and identified that 54% of them had slower business and 38% had no revenue.

With this, PK classes were organised through a Facebook Group to teach them to pivot online. We taught them about WhatsApp business, online marketing and using delivery apps like Grab and Lalamove. Subsequently, CIMB Foundation too donated RM30,000 to aid these micro entrepreneurs.

Moreover, history was made when we held a virtual graduation for our third cohort, PK3.0, which was attended by 125 people with 1000+ engagements. As a Showcase Bazaar initiative, we too created an initiative called Kedai Kita Lah where we consolidated various B40 businesses on Facebook and Instagram so that they could get more publicity.



COMMUNITY UNIVERSITY

PROBLEM STATEMENT:

How can we ensure that impact is still made despite the pandemic situation and that we couldn't run physical programmes?

PROGRAMMES EXECUTED:

MicroBiz Ready Taylor's - CIMB Virtual Program

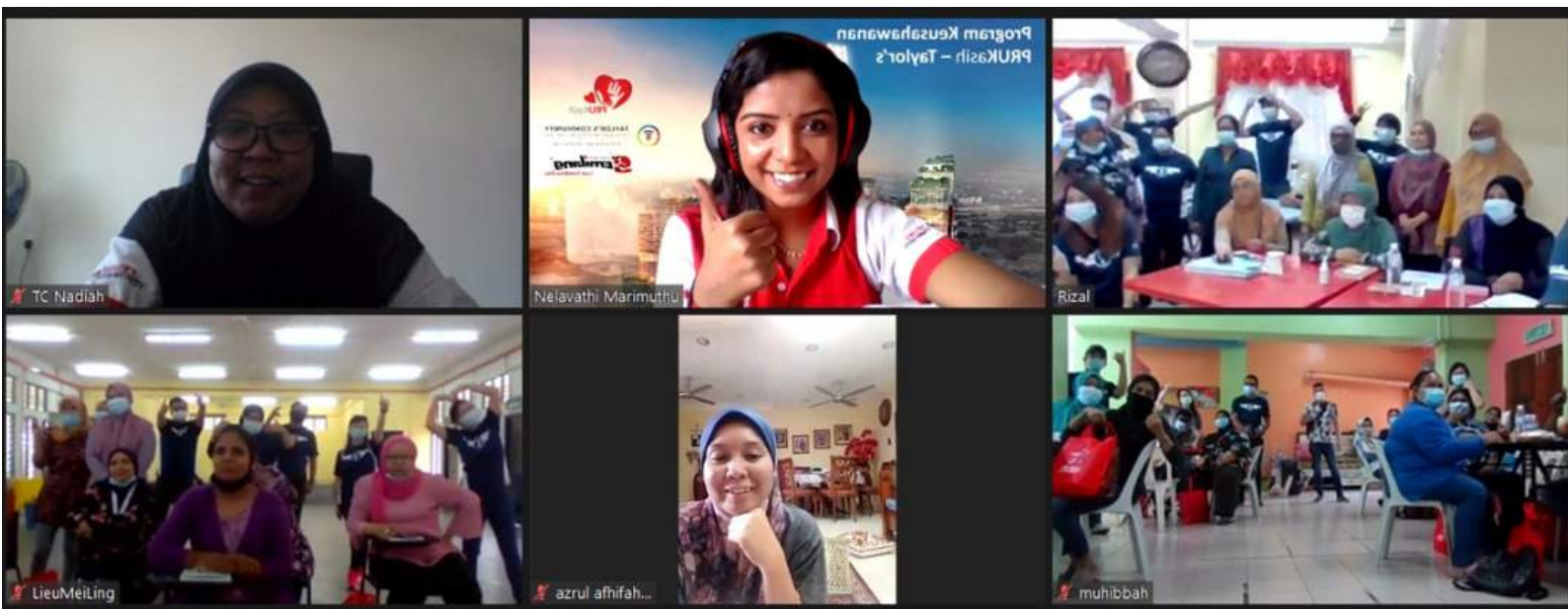
Our partnership with CIMB continues to grow through an upscaling programme called the MicroBiz Ready.

Here, our aspiration is to enable small entrepreneurs from the B40 community to digitalise their business and expose to loan opportunities that is made available for SMEs to support them during this challenging time.

Program Keusahawanan (PK) PruKasih

Lastly, we're delighted to have a new partnership with Prudential and Generasi Gemilang to run an Entrepreneurship programme that empowers the less fortunate to earn an income through starting their own business.

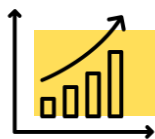
This year, we were able to train 35 participants and 18 successfully completed the programme.



COMMUNITY UNIVERSITY

IMPACT INDICATORS:

- Increase confidence to cope with the pandemic situation.
- Increase knowledge on how to run business online.
- Able to meet customer demand regardless of the challenging pandemic situation.



IMPACT MADE



3

programs



44

nurturing
hours



344

participants



2404

indirect
beneficiaries

KEY LEARNINGS

Pivoting your business online

Creating a business website

Online tools for businesses

Basic financial reporting

Online marketing strategies

The importance of emotional well being

Creating a customer database

Development in thinking

GOALS FOR 2021



- To empower small entrepreneurs (B40) with digital entrepreneurship skills.
- To provide opportunity for unemployed persons to earn income through an entrepreneurship programme.
- To equip beneficiaries with more mental health related programmes.
- To execute programmes virtually or adopt a hybrid model with both online and physical classes.

SOCIAL ENTREPRENEURSHIP

PROBLEM STATEMENT:

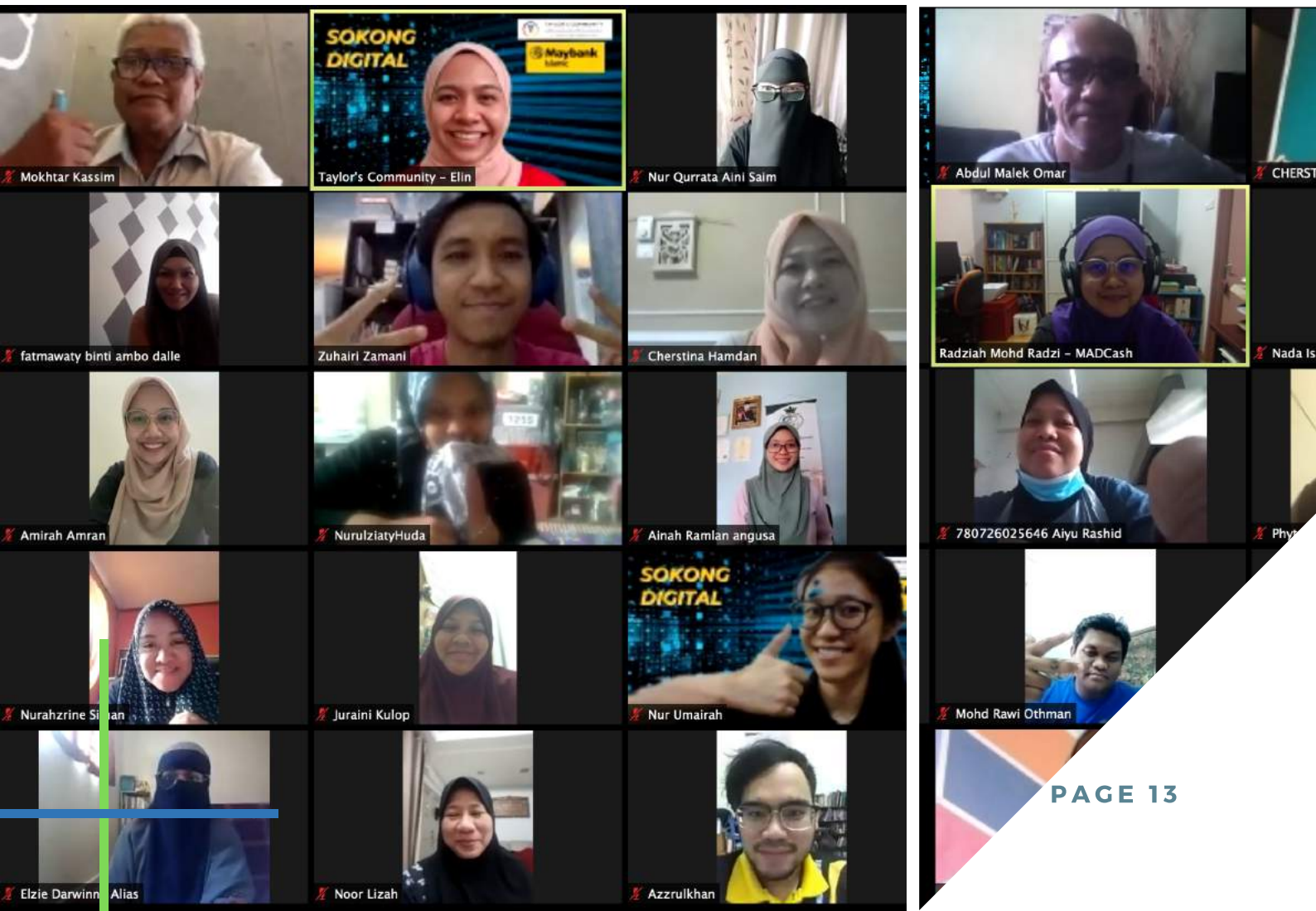
How do we ensure sustainable impact in the Community while improving their business scalability?

PROGRAMMES EXECUTED:

Program Sokong Digital Taylor's-Maybank Islamic

This programme focused on the grass root Community including B40, OKU, struggling single parents and asnaf who are ready for the next stage in their business, where they too can help others be successful along with them.

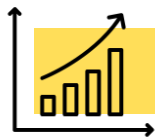
Pivoted to a fully digital programme due to the COVID-19 pandemic, we found many benefits by going digital such as creating impact nationwide with participants ranging from 7 different states.



SOCIAL ENTREPRENEURSHIP

IMPACT INDICATORS:

- Business Development (Financial Growth)
- Personal Development (Emotional Wellbeing, Passion in SE.
- SE knowledge.
- Social/Environmental Impact



IMPACT MADE

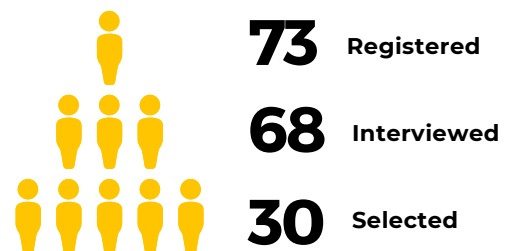
BUSINESS DEVELOPMENT

Building a sustainable revenue stream	89.7%
Building a more sustainable impact	93.1%
Marketing strategy ideas for my SE	86.2%
Financial planning for my SE	86.2%
Confidence in my SE idea into reality	93.1%
Confidence in pitching	93.1%

PERSONAL DEVELOPMENT

Passion in Social Entrepreneurship	89.7%
Emotional Well Being	89.7%
Digital Literacy	79.3%
Self-confidence	100%
Identifying a sustainable SE Business Model	100%

APPLICANTS



29 Completed the programme

7 Won Business Grants worth up to RM10,000.

GOALS FOR 2021



To replicate this programme with various Partners to expand impact even wider.

CHILDREN AS CHANGE MAKERS (B40 COMMUNITY)

PROBLEM STATEMENT:

- How do we ensure sustainability in creating a long lasting impact that focuses on education, social skills and emotional wellbeing?
- Do children from the B40 community get access to life skills?

PROGRAMMES EXECUTED:

We strongly believe that children are future leaders and education should be beyond the classroom especially on life skills.

Acknowledging the challenges that came with Covid-19, self management and family bonding while staying home were the main programmes rolled out this year. We worked with B40 children from PPR areas around Lembah Pantai area. Every activity impacted about 50 children on average and the children were aged between 7-15 years old.

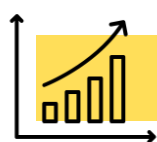
We are thankful to the partners like Takaful Malaysia, Canon Malaysia and NAMA Foundation, who came to help and added value to the programme. With their kind support we manage to provide groceries and stationeries for every participation. Proud to announce that these programmes fulfilled the children's time at home with learnings and increased their family bonding time. 100% mention they learn a new thing every time they join our programmes.



CHILDREN AS CHANGE MAKERS (B40 COMMUNITY)

IMPACT INDICATORS:

- Number of families reached out to.
- The increase in family bonding.
- The number of new learnings gained by the children.
- The increase self-awareness.



IMPACT MADE



5 programmes



907 participants



2059 indirect beneficiaries

KEY TAKEAWAYS

Family aspects

The family activity helped me understand my family more.

83%

The family programme built stronger family relations.

93%

Individual aspects that improved

Thinking Skills

86%

Creativity

91%

Self-confidence

84%

FEEDBACKS

100% Enjoyed our programmes.

100% mentioned that our programmes helped them use their time wisely.

GOALS FOR 2021



- To double up the impact by working with many more partners and beneficiaries.
- To teach resilience and emphasize on technology to help the children stay on the edge.

CHILDREN AS CHANGE MAKERS (REFUGEES)

PROBLEM STATEMENT:

- How do we address equal education opportunity for the refugee children in Malaysia and provide them life skills to take care of their mental health to face the challenges of marginalised group?

PROGRAMMES EXECUTED:

Believing in equal education, we aim to provide refugee children with access to life skills learning. Hence, we started to engage refugee children in emotional wellbeing programmes virtually and provide them self-discovery activities. We worked with 4 different refugee schools consisting of younger children aged 4-8 year olds and 9 -17 years old. The students are from Destiny refugee school, MSRI, Rainbow of Love and Mon refugee school. We have impacted 100 refugee students in total.

Cummins South Asia Pacific came forward to support the cause of educating refugee children on emotional intelligence which provided 200 packs of groceries to 200 refugee families. The programmes are an eye opener to the refugee children. They showed passion and interest in learning new things and 100% mention they are looking forward for next activity with them



CHILDREN AS CHANGE MAKERS (REFUGEES)

IMPACT INDICATORS:

- Number of refugee children reached out to and supported.
- Number of new skills taught to the refugee children.
- Number of mental health programmes provided.



 **2**
programmes

 **>100**
refugee children

 **>200**
1-week worth of groceries awarded to refugee families

75.5% of this group of beneficiaries were never exposed to emotional well being modules before our programme.

KEY TAKEAWAYS

Importance of emotional wellbeing	56%
Ability to share your emotions	90%
Problem Solving Skills	58.5%
Understanding yourself better	100%
Identifying more emotions	100%

FEEDBACKS

99% Enjoyed our programmes.

100% Want to join our programmes again.

GOALS FOR 2021



- To double up the impact by working with many more partners and beneficiaries.
- To expose them to mentorship and emotional wellbeing camps to increase the impact.

WOMEN EMPOWERMENT

PROBLEM STATEMENT:

- How do we ensure B40 women continuously improve themselves and gain strength through self-love?

PROGRAMMES EXECUTED:

Women are strong but they may need adequate support to realise their utmost potentials and strength mainly because of the many hats they are wearing such as mother, sister, wife, employee and many more.

Specifically for B40 women need exposure and support groups to express and we provide them the space in topics of personality and intimacy. A total of 20 B40 women participated in the half day women empowerment programme in PPR Kg.Limau to understand their personality group and marital issues with experts. They are allowed to bring their children as we provided special class for the children as well. Along with our Psychologist, a lecturer from School of hospitality Dr Sree Kala Kunjiraman, empowered the ladies on both personality awareness and intimacy.

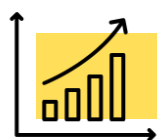
It was one of our fulfilling experience physically executed in 2020. Participants too expressed 100% positive feedback on learning and all of them are looking forward to come back for next women empowerment programme with us.



WOMEN EMPOWERMENT

IMPACT INDICATORS:

- Personality awareness
- Their level of self-confidence (i.e. facing intimacy issues)
- Their understanding of the importance of emotional wellbeing.
- Number of emotional support programmes provided.



IMPACT MADE



2

programmes



16 B40 Community

10 Refugees

87.5% of this group of beneficiaries were never exposed to emotional well being modules before our programme.

KEY TAKEAWAYS

How to handle your own emotions

100%

How to provide emotional support

93.8%

The importance of emotional well being

93.8%

Development in thinking

100%

FEEDBACK

100%

mentioned that they would like to attend programmes similar to this again.

GOALS FOR 2021



- To conduct many more women empowerment programme for underserved women assisting internal and external empowerment and teaching skills with the support of partners.



COMMUNITY UNIVERSITY

WHY IS THIS OUR FOCUS AREA?

- THE B40 community is struggling to cope with the pandemic situation.
- Challenges include doing business, unemployment and retrenchment.
- Entrepreneurship can be a solution.

CHALLENGES



- Internet stability
- Internet / data quota
- DeviceTechnology literacy
- Increasing number of mental health issues.
- Increase number of unemployment /retrenchment

GOALS



- To increase technology literacy among B40 and equip with basic internet stability and device.
- To empower small entrepreneurs (B40) with digital entrepreneurship skills.
- To provide opportunity for unemployed person to earn income through entrepreneurship programmes.
- To equip beneficiary with more mental health related programme.
- To execute programmes virtually or blended as virtual and physical.

ACTION PLANS



1. **To get more like-minded partners to create more entrepreneurship programmes catered to Micro Entrepreneurs.**
2. **To create more initiative/programme related to digital entrepreneurship skills.**
3. **To create more initiatives to cater for mental health and emotional wellbeing.**

SOCIAL ENTREPRENEURSHIP

WHY IS THIS OUR FOCUS AREA?

The rise of SE has shown to be prominent in Malaysia with the various benefits by the government and support by private sectors. Taylor's Community will continue to spur and groom this knowledge to the grass root community so they are not left behind. By doing so, we see this as the true definition of Sustainability where the Community themselves will create impact in their own way.

CHALLENGES



- The COVID-19 pandemic has been a true testing time for all, especially for the grass root community. Just as they were to embark on their SE journey, surviving through the pandemic was the priority, hence the impact target for their SE has been delayed.
- Changing to an SE business model for businesses that have been running for a long time can be a difficult shift. More so finding the right SE business model.
- Identifying how to truly impact the target beneficiary with the correct impact measurement tools.

GOALS



- To groom more grassroots social enterprises from the Community.
- Duplicate SE programme with various Partners in order to expand impact to more beneficiary groups and to expose more Partners to the concept of social entrepreneurship.

ACTION PLANS



1. **Reach out to more Partners to run SE programmes.**
2. **Connect beneficiaries with more opportunities in the SE ecosystem.**

CHILDREN AS CHANGE MAKERS

WHY IS THIS OUR FOCUS AREA?

Children are like a sponge and they can absorb good and bad quickly according to their exposure. Hence, we would like to increase the positive exposure and minimising negative exposure to underserved children, providing them education outside the classroom and stressing on emotional wellbeing to be a shield for this vulnerable community.

CHALLENGES



- Identifying different/wider groups of children as we need parents' support to engage the children with our activity.
- Finding a partner to ensure sustainability of children programme especially in times of Covid-19 where the children's education has been disrupted and the need for classes increased. With a great partner on board, we will be able to amplify the effort & impact.

GOALS



- To provide life skills that helps them to manage challenges
- To enhance the growth of their emotional and mental health
- To bring more opportunities and double up programmes with this community.

ACTION PLANS



1. **Character building workshop to hinder negativity and increase positive exposure.**
2. **Engaging children through technology driven programmes.**

WOMEN EMPOWERMENT

WHY IS THIS OUR FOCUS AREA?

We believe that women can achieve more when there's adequate support provided and a safe environment. As women face multiple motherhood challenges like balancing home and work, and are often considered victim of domestic violence, we believe empowering them is pertinent to their health and the society's as a whole.

CHALLENGES



- Changes especially long term ones are not easy. Especially when it comes to working with ladies from communities who have been living with limitations, it takes time and effort to get it there.
- The need for consistent rewards or incentives to balance out the sacrifices the women make to come for the empowerment session.

GOALS



- To instil a growth mindset within the vulnerable women community.
- To introduce healthy habits and the importance of building a healthy mind & body to this group of women.
- To promote self love & awareness amongst these women.

ACTION PLANS



1. **Adding Skill set trainings.**
2. **Working with experts & partners to increase the exposure and experience of ladies.**
3. **Working with relevant and established brands to bring these women new opportunities that can build their confidence.**



TESTIMONIALS

PARTNERS

During this Covid-19 pandemic many families are facing difficult financial challenges. I am very happy to know that our CSR programs have benefited the lives of many. Of special note is our entrepreneurship programme that has successfully uplifted the incomes of many of the PPR residents. We are committed to continue championing these programmes and I'm confident that we will be able to help entrepreneurs from the B40 community become more successful in the coming years.

Dato' Loy Teik Ngan,
Chairman,
Taylor's Education Group



Taylor's Education Group

It's been a really great experience working with Taylor's Community! Everyone has been very helpful in driving the MicroBiz Programme. Plus the participants has been very eager and keen in learning which makes running this programme a lot easier and fun. We just hope to see our participants benefit and grow from this programme and we'll definitely be keeping in touch with Taylor's to see their progress moving forward.

Vivienne Chin Ee Kwan
Head of CIMB Business Development
SME Banking
Group Commercial Banking



CIMB BANK

The programme has grown from humble beginnings to enabling hundreds of micro-entrepreneurs from various communities and races scaling up their businesses. The programme impart knowledge and point them to the right way of doing and expanding their businesses. Our partnership with Taylor's Education and through our consistent financial commitment has made this entrepreneurship programme, a highly sought after programme that delivers results.

This program paved ways for us to introduce social finance as a mean for these micro enterprises to grow as a full-fledge SMEs of tomorrow which is also inline with Bank Negara Malaysia's value based intermediation (VBI) principles with aims to generate positive and sustainable impact to the people, planet and profit.

Ahmad Shariman Bin Mohd Shariff
Chief Executive Officer &
Executive Director
CIMB Islamic Bank



CIMB ISLAMIC

PARTNERS

Maybank Islamic's business activities are anchored on our mission of Humanising Financial Services, which means that our customers and the wider community are at the heart of everything we do. We are committed to delivering sustainable & value driven solutions to all our customer segments, including the underbanked & the underprivileged communities wherever we operate.

Our partnership with Taylor's Community comes at a crucial time as vulnerable communities attempt to navigate the COVID-19 crisis. Leveraging on our respective strengths, the programme successfully educated and groomed 30 Social Enterprises from across Malaysia, that will go on to contribute towards a more sustainable economy. Moreover, this pursuit has forged a great relationship with Taylors Community, which share the coherent goal of empowering communities to create a lasting sustainable impact for a brighter future.

Muhammad Faizal Bin Zakaria
A. Vice President Corporate Strategy
Group Islamic Banking Strategy
Maybank Islamic



Rizal Abu Bakar
Corporate Responsibility Manager
Prudential Assurance Malaysia

We have known Taylor's Community since our first engagement when they approached NAMA Foundation for the first time for a sponsorship assistance for the COVID-19 Intervention Program to the B40 community here in Malaysia. To us, this meaningful engagement has given the greatest possible impact in giving back to the society and community.

Taylor's Community has demonstrated good governance, hard work, and mission-driven aligned with their vision to success. their social intervention initiatives are geared towards eradicating the urban poverty as well as the marginalised community.

With this in mind, NAMA Foundation have place our confidence that they will progressively continue their work in the fields that they are capable of contributing it at their level best. We look forward for more collaborative partnerships with them in the future!

Dr. Saleh Mubarak Bazeed
Chief Executive Officer
NAMA Foundation



Creative, Energetic and Empower.
 3 words to describe my experience working with Taylor's Community. Community interest is always their priority at any time.

BENEFICIARY PARTNERS

We are so proud and thankful to be a partner of Taylor's Community. Throughout a challenging year 2020, TC continuously lend their support to Rainbow of Love. We have benefited from several programmes, initiatives and assistance, which significantly helped our students and staffs navigating through this tough time.

Hanif Mahpa

Rainbow of Love School



Nai Wonna

Mon Refugee Organization

Partnering with TC is useful, meaningful and successful for our community members and students of our learning center. We have gained valuable knowledge, skills and experiences. Our students learnt about emotional well-being and gained experience and confidence in public speaking, communication, team building and motivating themselves.

Covid brought about such stress and challenge for the families. They were unable to work, meaning no money and no food on the table. Taylor's Community (TC) was the first to approach us and immediately made it a point to find ways to support the families of the kids. It was not just food but also education projects that could help the kids to study at home. TC constantly kept in touch with me and encouraged me all the way not to give up and also motivated me to continue working. Also, they came about a very good project just when we reopened the centre. It was dealing with the kids and their emotions as they were locked in a small room throughout the 6 months of lockdown. This really helped the Teachers and the kids to start right emotionally after the lock down.



Irene J Dawson

Pertubuhan Pusat Kebajikan Destiny

BENEFICIARIES

Sepanjang saya mengikuti program Taylor's Community semasa pkp yang lepas, banyak perkara yang saya pelajari, antaranya, saling menghormati antara satu sama lain- saling membantu, kasih sayang, hidup berdikari, suka duka bersama ahli-ahli keluarga, lebih berani dan yang paling penting saya dapat berkongsi sumbangan dari Taylor's kepada orang lain.

Sayang Taylor's Community 😊

Menerusi program Taylor's Community, kami telah belajar bagaimana bekerja berkumpul bersama keluarga dan kepentingan bersabar ketika membuat tugas supaya hasil tugas betul dan sesuai.

Taylor's Community telah meningkatkan kemahiran berfikir ketika menyiapkan tugas dan menambah ilmu pengetahuan dimana sebelum menyiapkan tugas perlu membaca maklumat yang diberikan



**NUR FARISHA
BINTI JEFFRY, 10**
*NAMA Foundation
Covid-19 Recovery
Program*

- **Rayyan Haikal, 10**
 - **Rania Marissa, 8**
- TAKAFUL Family
Program*



Kami dapat belajar cara saling membantu Satu sama lain, berkenalan yang baru semasa menyertai program ini dan dapat tingkatan lebih rasa kesyukuran dalam diri-diri. Taylors telah membantu dengan memberi bermacam aktiviti yang penuh dengan pembelajaran dan pengetahuan seperti menulis mewarna, mencipta, mereka sesuatu dan membaca.



- **AHMAD RAMADHANI BIN AHMAD RADHI, 8**
 - **NURBATRISYA DANIA BINTI AHMAD RADHI, 7**
 - **AHMAD RA'ED DANISH BIN AHMAD RADHI, 6**
- Canon Express Yourself Module*

BENEFICIARIES



Sitrah

*Program Keusahawanan
Pru-Kasih*

PK PRU-KASIH bantu kurangkan beban keluarga saya dan bantu bagaimana nak kembangkan niagaan serta bagaimana promosi niagaan, mencari ramai pelanggan serta memajukan perniagaan yang kurang untung. Seamat-amat bestnya memberi dorongan untuk kami.

Terima kasih sepenuh hati saya. Saya berusaha sehingga berjaya matlamat saya. terima kasih banyak 🙏😊

Terima kasih tak terhingga, pada pihak Taylors yang telah menganjurkan banyak program-program dalam membantu peniaga-peniaga kecil seperti saya. Alhamdulillah hasil-hasil dari semua program-program yang telah saya sertai, banyak membantu saya dalam memperkembangkan bisnes saya. Sekadar perkongsian, dulu dari sewa di pangsapuri, sekarang akan berpindah ke rumah teres. Dari dulu buat sendiri, sekarang dah ade pekerja. Dari dulu usahawan asnaf, sekarang tersenarai utk keluar dr asnaf.

Elzie Darwinna,
*MicroBiz Ready
Taylor's-CIMB*



The biggest takeaway from this program is understanding the importance of running a profitable and sustainable business but also at the same time providing impact to others. Other than that, I also learned about the tips and tricks on how to run a social enterprise. Lastly, the most evident change in myself is learning that our emotions affect our business. Starting up is not easy and a long journey, therefore, we must have strong emotional well being to stay the course.

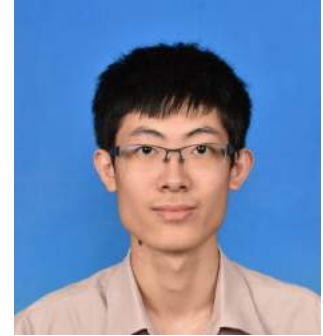


Muhammad Firas Hassan,
Program Sokong Digital Taylor's-Maybank Islamic

VOLUNTEERS

I believe that Taylor's community is a good platform for me to improve my soft skills and better understand the underprivileged citizens which would be very useful for my futures career as a medical doctor. Whilst during this pandemic, I've developed my technical abilities when it comes to online volunteerism. I learnt to be tolerant and more understanding towards the needs of the community. As I see them smiling and enjoying the session with us, I feel deeply satisfied and happy for them!

Tan Wei Zhen
*Bachelor of
 Medicine and
 Bachelor of
 Surgery
 Faculty of
 Medicine,
 University of
 Malaya*



I volunteer to help me to always be grateful with what I have and where I am. Taylors Community is my starting ground to go bigger with other volunteering clubs and society available in Malaysia. I learn to interact with people more clearly. The experience I had helping in handling few events increases my experiences in communicating with people in the corporate world like the current event I was volunteering which was from Maybank Sokong Digital Event.

Ang Jia Hui

*Diploma of Information Technology
 School of Computing and Engineering*



What I've enjoyed volunteering with Taylor's community is the team I work with and how we can overcome obstacles that present themselves to us as well as the genuine smile and happiness of the communities that we are helping, those are the moments that always reminds me of why I enjoyed volunteering. Everything I've learned through those experiences are soft skill such as Communication, Teamwork and many others!

Nur Umairah Bt Surhan
*International Business & Marketing
 Faculty of Business & Law*



VOLUNTEERS

I volunteered because i believed that it'll be beneficial for me (in term of experience, building connections, etc) and it will surely be beneficial for others as well so theres really nothing to lose! I volunteered with taylor's community cos it always offer lots of opportunities which are easy to participate in! Basically I got what ive been expecting from volunteering which stated above and i really enjoy making connections and contributing to the community 😊🙌

I have volunteered a handful of times with Taylor's Community. One thing that drew me into this community is the emphasis on education which to me is the biggest social impact that one could make. All in all, I have learned to grow in being more selfless and constantly give back to the community in whatever ways I can. :)

Nicole Choo Yi Ying

*Bachelor of Mass Communication
Faculty of Social Sciences and Leisure
Management*

Mufida Qatrunnada

Azzahra

*Bachelor of Arts
Accounting and
Finance,
Faculty of Business &
Law*



My initial volunteering purpose was just to experience what volunteer is like but as I did from one volunteering to another, I felt the joy of being able to interact and teach our youth as they represent our future. Why I volunteer with Taylor's Community.... that's hard to answer but I guess they are the closest to me compare to others.



Amir Hanis Afiq Muhazzan

*Bachelor of Arts (HONS) Accounting & Finance
Faculty of Business & Law*

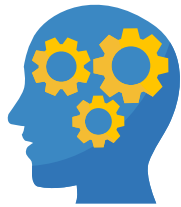
THANK YOU PARTNERS





FUTURE PLANS

COME JOIN US!



If you're a passionate **INDIVIDUAL** looking to give back your knowledge and skills to the less fortunate, contribute as a trainer or a general volunteer in our programmes!

You can be part of a sustainable social programme and make a difference in the lives of those who are sidelined.

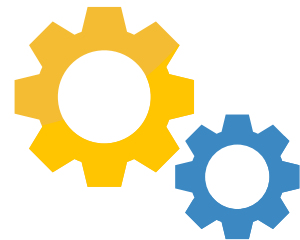
We can ensure that you'll meet like minded people for further collaborations and have a meaningful experience.



If you're a **BRAND** and you're interested to transform your CSR programme into a sustainable one, partner and collaborate with us!

You can maximise business investment to positive social change.

We can help you track the impact made, both quantitatively and qualitatively.



If you're a **BUSINESS** or an **ORGANISATION** who wants to pick up the HOURGLASS model and replicate our programmes, contact us for a free consultation session.

If you're planning to run a sustainable and measurable social programme, ask us for an Hourglass Workshop.

BASED ON OUR COMMUNITY NEEDS, WE PLANNED A FEW PROGRAMMES FOR 2021! IF YOU FIND ANYTHING THAT EXCITES YOU, LET'S COLLABORATE!

LET'S COLLABORATE

LIST OF PROGRAMS

PROGRAM KEUSAHAWANAN

Since its inception in 2017, Program Keusahawanan was initiated with CIMB Islamic and has benefitted more than 500 individuals across 2 states. We believe that the most sustainable way to help the communities is by empowering them with entrepreneurial skills sets and providing them the resources to scale their business, and in turn, increase their monthly income. There are four phases in this programme. It starts off with a series of basic entrepreneurial classes and a pitching workshop, which is followed by a pitching session where they stand a chance to receive business grants in the form of equipment. Subsequently, we will monitor their business progress for another 3 months to ensure that they apply what they've learnt. Lastly, to celebrate the efforts of the beneficiaries and partners, we will have a graduation closing ceremony.

This programme is a comprehensive and holistic approach to Corporate Social Responsibility (CSR) and could truly create a long lasting impact amongst those who need help. To make it a nationwide success, we would definitely need more hands and resources.



PROGRAM BIND

In these turbulent times, BIND will serve as a door of opportunities leading to creation of income opportunities for the unemployed. It goes beyond just getting but maintaining the job with a healthy mindset which we will enhance to be more resilient in current challenging environment. The programme will allow a transition from wage earner to wage maker through embedding skills. Many other friends from the same background will understand our concern as the pandemic situation has led to loss of jobs, income and pressured households. Our target audience and market are B40 individuals, who have lost jobs or source of income, intention of being an entrepreneur, with strength physically and mentally.



Our programme will be spread over 5 months, with the core elements of planning, motivation in recruitment, education on business structure and mental wellbeing, business pitch day, and implementation stage which can span over 3 months to practice what was taught and instilled.

LET'S COLLABORATE

LIST OF PROGRAMS

PROGRAM SE.SAMA

Being a firm believer in Social Entrepreneurship, we believe that our grassroots communities should adopt the Social Enterprise business model. It serves to bind business and social together as a platform to instill entrepreneurship and business mindset with hopes of creating a sustainable economy. Going beyond just words, graduates of our programme will get four (4) main benefits which are business equipment, allowances, industry mentorship and government accredited recognition. What we instill and provide are blended learning options to differentiate physical classes with access to computer labs, online mentorship with various mentors from different backgrounds and first hand learning opportunities at site visits.

Ultimately, in our three (3) main structures, we start with motivating them through recruitment & screening for the most suitable candidates, educating them through weekly physical classes to equip participants with sufficient social enterprise (SE) exposure and lastly in their growth through their pitch training and monitoring them post-event.



PROGRAM BINA

We have only focused on adults earlier so in our Program BINA, we are targeting young children aged 7-12 who can understand verbal instructions and can self-manage. With BINA, our focus lays in building behavior and implementation in a conducive environment, idealising a positive element to upgrade good into great, navigating in initiation change and being the change, and lastly abandoning negative elements. The success of our programme lays in a 4 day bootcamp, where the children will be working in a team with dedicated mentors with fun-based activities. Now the age group, there will just be initial planning for a month, execution structured over 4 days, impact measured over day and ending with an awarding session over a day.



BINA success is in welcoming confident presentation of their work by the children, identifying leadership at initial level for continuity and having effective mentorship for them.

BENEFICIARY PARTNERS & COMMUNITY 2021

B40 Community (PPRs around Klang Valley)

People's Housing Project (Program Perumahan Rakyat or PPR) low cost high rise flats developed by the National Housing Department (Jabatan Perumahan Negara or JPN) in Kuala Lumpur since the 1998 for Malaysian low income households.



Destiny aims to empower the poor and marginalized by giving them a good education that will prepare them for a career, give them the confidence to earn a living to help their children live a better life through education. Destiny also addresses issues affecting single mothers, refugee parents who are unable to afford child care Centre to enable them to work for a living by providing daily classes for their children.



Rainbow of Love or Pelangi Kasih is a UNHCR registered community learning centre which provides education for Myanmar child refugees. An initiative by Human Aid Selangor set, their education includes academic, co-curricular and also incorporates moral values in both aspects. The school also acts as a community centre for Rohingya Refugees where we try to care for the community's welfare.



Mon Refugee Education Center houses 50 students aged between 5 years old to 18 years old who are refugees and asylum seekers. Led by 6 community workers, their goal is to bring organisations and individuals together to promote care and cure.



SOLS 24/7 is a humanitarian organisation, committed to serve, educate and empower poor and underserved communities such as the Orang Asli Community. Through free education and social empowerment programmes, SOLS24/7 work unconditionally towards transforming underserved communities in Malaysia to develop their true potential and break the cycle of poverty.

INTERESTED TO MAKE SUSTAINABLE IMPACT?

DROP US AN EMAIL & LET'S CONNECT!



<https://csr.taylorsedu.my/taylorscommunity/>



[www.instagram/taylors.community/](https://www.instagram.com/taylors.community/)



<https://www.linkedin.com/showcase/taylorscommunity>



<https://www.youtube.com/channel/UCZVFu-ecBwZNUcsaywIhk1A>



www.facebook.com/taylorscommunity



taylors.community@taylors.edu.my

**LET'S TRANSFORM CHARITY
TO SUSTAINABILITY**

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