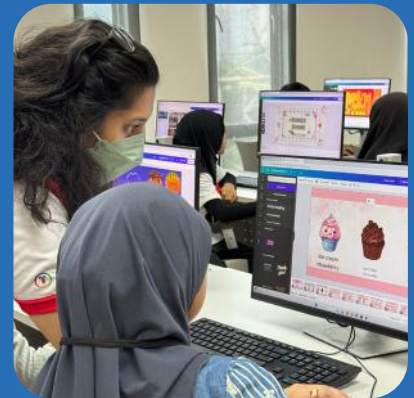




**TAYLOR'S COMMUNITY**  
Inspiring and Impacting The Community



# OUR JOURNEY 2024

ANNUAL REPORT

**TAYLOR'S  
COMMUNITY**

A Project by Taylor's Education Group  
Corporate Social Responsibility





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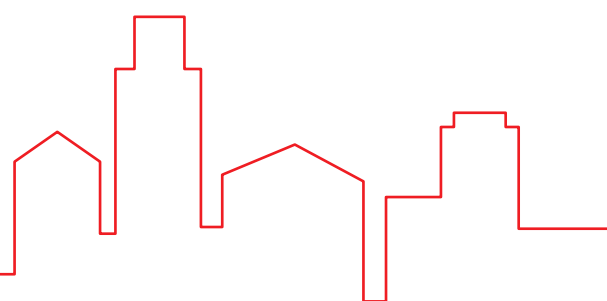
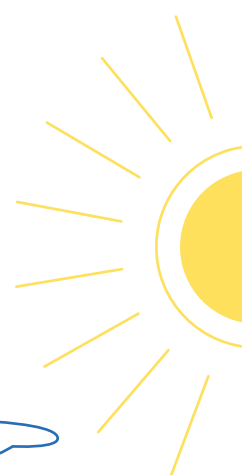
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# Welcome Note



In 2024, Taylor's Community made remarkable strides in advancing its mission to create sustainable and lasting impact. Guided by Environmental, Social, and Governance (ESG) principles, we delivered 249 programs, directly impacting 7,534 beneficiaries and indirectly touching over 21,000 lives. A defining moment was our expansion to East Malaysia, forming meaningful partnerships in Sabah and Sarawak. Returning to Perlis after five years reaffirmed our commitment to inclusivity, reigniting bonds and deepening the impact of earlier initiatives.

A heartwarming milestone was the rise of 30 alumni from our entrepreneurship programs as facilitators and trainers. Their journey from beneficiaries to torchbearers embodies the essence of giving back, creating a sustainable cycle of impact. By embedding ESG values into entrepreneurial journeys, we've empowered underprivileged communities to build resilient, sustainable businesses. Transitioning from externally funded initiatives to self-sufficiency has been another proud achievement, ensuring our efforts remain scalable and impactful.

As we work toward our Big Hairy Audacious Goal (BHAG) of transforming 100,000 lives, the trust and collaboration of our partners have been instrumental. Together, we are building a brighter, more inclusive, and sustainable future, creating an enduring legacy of empowerment, resilience, and hope.

**Amalina and May Wong**



# About Us



# Who We Are

## OUR FOUNDATION

### Vision

To elevate the collective prosperity and wellbeing of the community, fostering a sustainable and flourishing future for all.

### Mission

- ✓ Forge meaningful partnerships to implement impactful CSR programmes, strategically focused on enhancing the prosperity and wellbeing of the community.
- ✓ Guarantee the achievement and effective measurement of project success.

### Our Values



#### OPENNESS

Exploring new ideas and concepts to amplify value



#### IMPACT DRIVEN

Creating tangible & measurable impact via our programmes

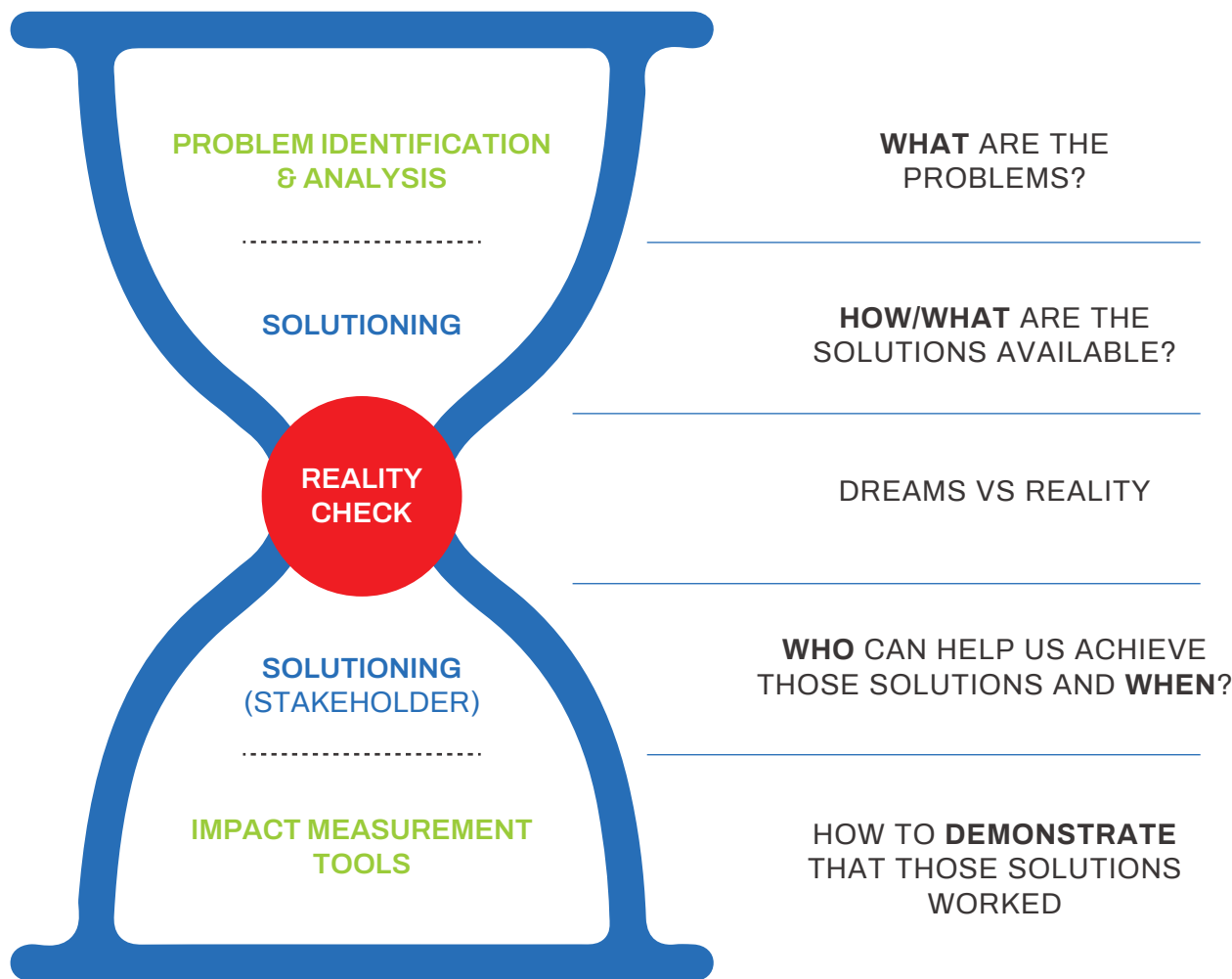


#### PASSIONATE

Pouring our hearts and minds into everything we do

# Impact Measurement Methodology

COMMUNITY NEEDS ARE IDENTIFIED THROUGH THE HOURGLASS:



\***HOURGLASS** is the product of a collaboration between Taylor's Education Group and Incitement since 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. The objective of the Hourglass is to derive both qualitative and quantitative measurements (impact results) from social projects.



Empowering The Community Through Programmes That Have Measurable And Tangible Outcomes To Deliver Sustainable & Holistic Impact.



# Our DEI Mission

**We believe** diversity, equity, and inclusion are ongoing journeys 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 orientations, abilities, and the other unique qualities of our employees.

**We strive** to offer a team in which members feel empowered by all the ways we are different.

*\*DEI - Diversity, Equality & Inclusivity*



**Societal/  
Business Impact**

**Talent  
Development/  
Movement**

**Workforce  
Diversity**

**Transparency  
& Employee  
Experience**



# Our People



## May Wong

*Chief Opportunity Officer*

With an emphasis on solidifying Taylor's position as a thought leader in CSR & Social Advocacy, May makes collaborations with brands, companies and other like-minded partners, while devising strategies and managing relationships with key stakeholders. She is also in charge of revenue management.

## Amalina

*Team Strategist*

The key person behind legislative, HR and financial-related matters, Amalina plans the team calendar and SOPs. She is also a content creator and the lead for key entrepreneurship programmes, as well as the relationship manager for the trainers.



## Adibah

*Project Director*

The content creator and assistant team lead for B40 and entrepreneurship related programmes, Adibah plans and manages the programme's relationship with beneficiaries & stakeholders.



# Our People



## Matilda

*ESG Lead*

Matilda plans and coordinates ESG initiatives within Taylor's Education Group and manages sustainability reporting.

## Nufus

*Key Account Manager*

Nufus plans and coordinates ESG initiatives within Taylor's Education Group and manages sustainability reporting.



## ANNUAR

*Key Account Manager*

The lead for B40 entrepreneurship programmes, Anuar is responsible for end-to-end management, including strategy development, implementation, and fostering strong relationships with beneficiaries to ensure sustainable and impactful outcomes.



## ATIQAHA

*Intern*

Atiqah assists in the execution of CSR and ESG initiatives, supporting project implementation and contributing to the organisation's sustainability goals.



# What Have We Done

Organised and executed

# 249

Programmes

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Impacted more than

# 7534

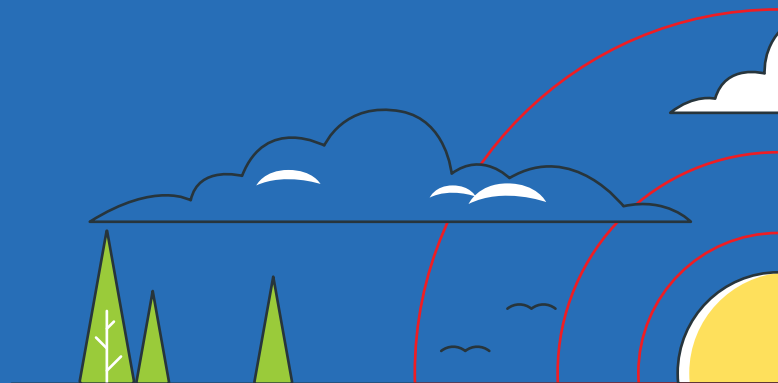
Beneficiaries

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Impacted more than

# 21395

Individuals







# 2024 HIGHLIGHTS

Uplifting Lives Through Entrepreneurship /  
Children as Changemakers / Youth as Catalysts /  
Women Shaping the Future

# Community University



As a top education provider renowned for our world-class facilities, Taylor's Education Group offers a unique approach which involves regularly opening the doors of our campus to the community. We named this initiative "Community University," or "CommU" for short.

This concept enables various programmes to run concurrently on alternate Saturdays, offering marginalised communities the opportunity to experience our exceptional learning environment at Taylor's Lakeside Campus.

Our hope is that as these individuals participate in our educational experiences, they will find inspiration and a sense of belonging within the broader societal fabric.





## HIGHLIGHTS

# Uplifting Lives Through Entrepreneurship

The persistent challenge of poverty can be alleviated by addressing the knowledge gap in impoverished communities, as limited access to education and essential information are some of the factors that hinder an individual's ability to elevate their financial well-being and break the cycle of poverty.



### Problem Statement:

Entrepreneurship holds great potential as a poverty alleviation tool, offering excellent opportunities for income generation. However, underprivileged entrepreneurs often face limited guidance, have outdated insights, and lack the necessary networks to succeed, hindering their ability to achieve stable income that breaks the poverty cycle.



## iTekad Rider Entrepreneur CIMB Islamic 3.0

This year marks the third edition of iTekad Rider Entrepreneur, a programme uniquely designed for the the Asnaf community with the collaboration of CIMB Islamic. In partnership with the Majlis Agama Islam and Tabung Baitulmal of each state, we successfully reached out to our targeted cohorts, extending our support to these communities.

The programme's primary aim was to elevate the income of B40 and Asnaf families by at least 15% within 12 months, while enhancing their emotional resilience through challenging circumstances. iTekad Rider Entrepreneur also seeks to empower wage earners (riders) to transition into entrepreneurs by honing their entrepreneurial skills once they have achieved a stable income.

The project commenced in November 2023 with the recruitment and motivation phase. All four cohorts are currently in the 1-year monitoring phase, which is expected to conclude in July 2025.

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



Entrepreneurs'  
Alumni  
Involvement:

**3**  
pax

Partners'  
Involvement:

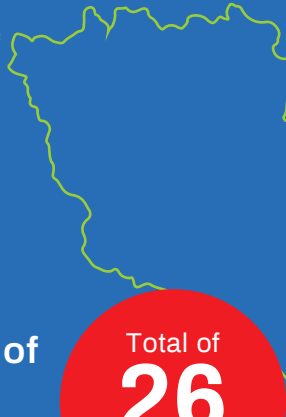
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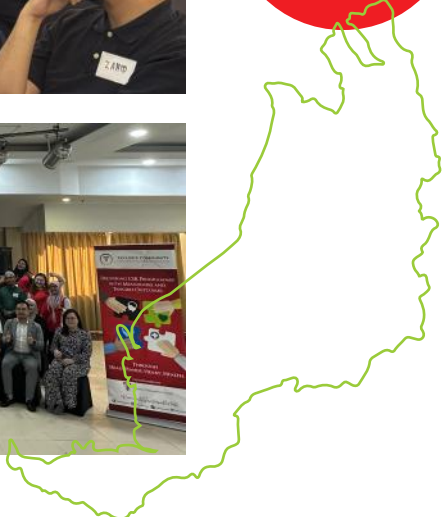
## iTekad Rider Entrepreneur CIMB Islamic 3.0

Conducted in Kuantan, Pahang, the programme successfully granted each of the 26 participants with a motorcycle. The comprehensive training included 38 hours of bootcamp and 12 hours of monitoring.

In addition to the motorcycle grants, the initiative was supported by a sponsorship which amounted to RM 75,800.



Total of  
**26**  
participants



Total of  
**25**  
participants

Conducted in Kuching, Sarawak, the programme successfully granted each of the 25 participants with a motorcycle. The comprehensive training included 38 hours of bootcamp and 12 hours of monitoring.

In addition to the motorcycle grants, the initiative was supported by a sponsorship which amounted to RM 83,000.



## iTekad Rider Entrepreneur CIMB Islamic 3.0

Conducted in Kota Kinabalu, Sabah, the programme granted each of the 37 participants with a motorcycle. The comprehensive training included 44 hours of bootcamp and 12 hours of monitoring.

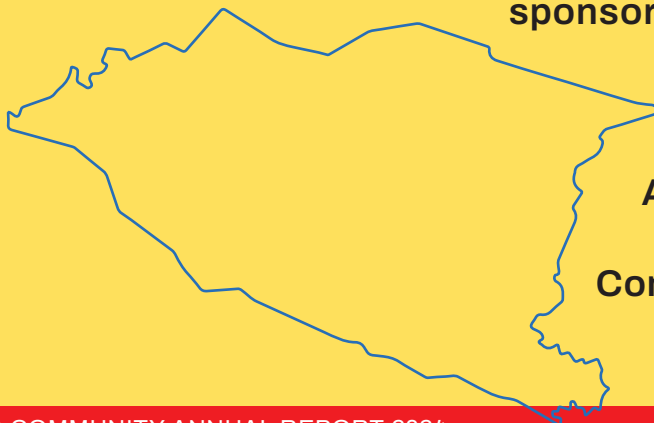
In addition to the motorcycle grants, the initiative was supported by a sponsorship which amounted to RM 85,000, and featured the involvement of six entrepreneurs from the Sabah Techpreneur Association (SaTA).



Total of  
**24**  
participants

Conducted in Alor Gajah, Melaka, the programme granted each of the 24 participants with a motorcycle. The training included 38 hours of bootcamp and 12 hours of monitoring.

In addition to the motorcycle grants, the initiative was supported by a sponsorship which amounted to RM 75,800, and featured the involvement of three entrepreneurs from Majlis Agama Islam Melaka (MAIM) and three alumni of Taylor's Community's entrepreneurship programme.





# RHB JomBiz



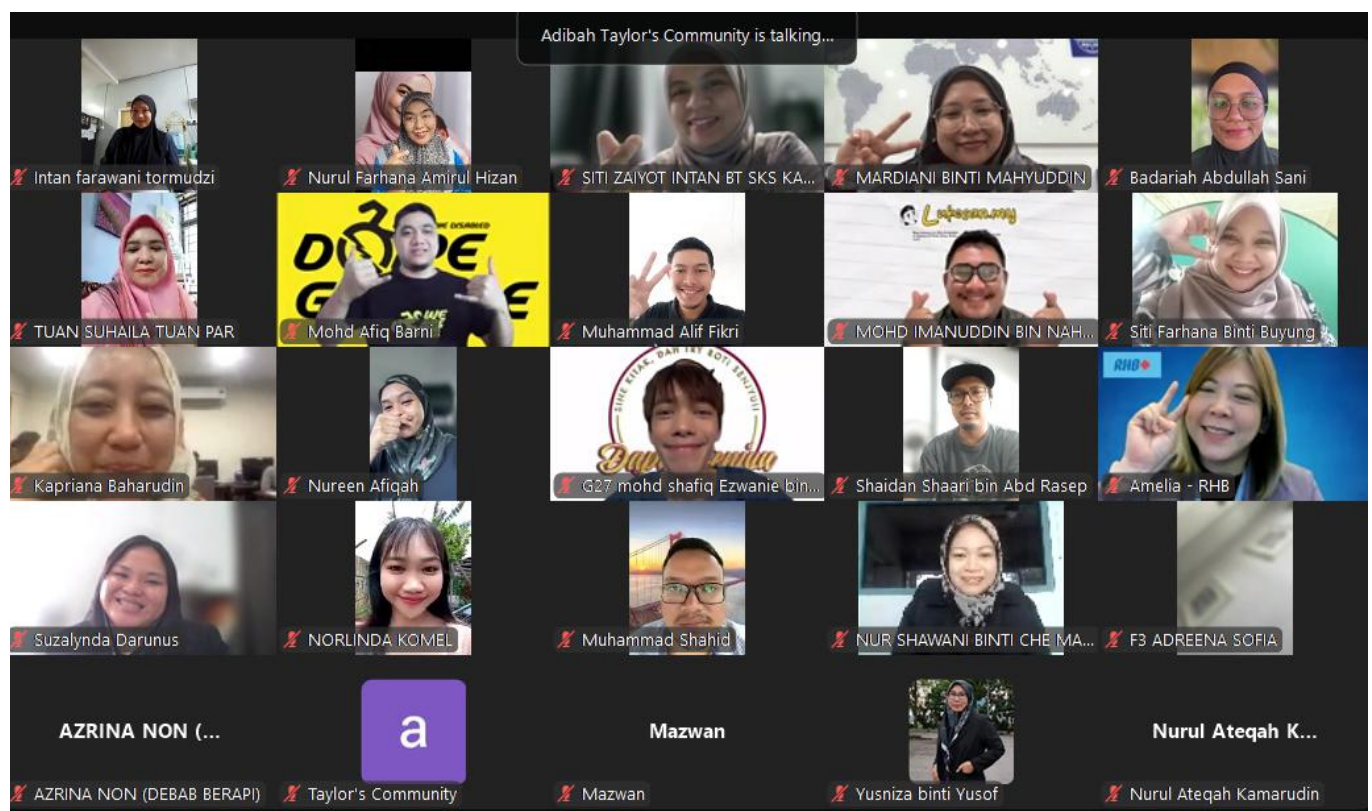
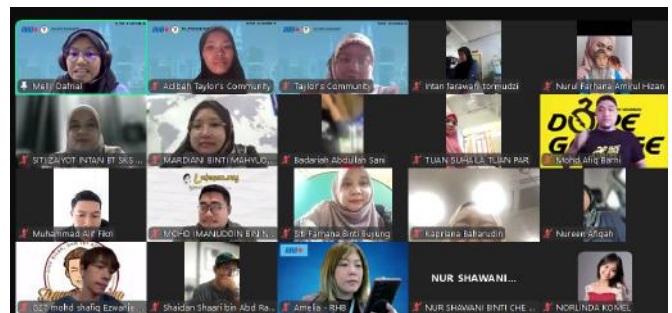
The fifth cohort of the RHB Jombiz programme kicked off in April 2023, with the recruitment and motivation phase. Expected to conclude in February 2025, the programme prioritises underserved entrepreneurs from Johor, Melaka, and Sarawak.

Classes for the 251 participants were conducted via Zoom, and engagement with the entrepreneurs comprised 38 hours of bootcamp and 43 hours of monitoring classes, mentoring sessions, and skill-up phases. The programme, which aims to raise the income of these participants and enhance their emotional resilience in challenging circumstances, featured the involvement of 5 mentors from FutureLab, who provided their guidance and expertise.

The programme received a sponsorship amounting to RM 213,500, and proved its success in empowering underserved entrepreneurs and fostering resilience in their communities by being selected as the Champion of the Inclusive Economic Growth Category at the ABM 50th Anniversary Celebration CSR Excellence Awards 2024.

**25** Partners' Involvement

**19** Entrepreneurs' Alumni Involvement



## CIMB MicroBiz Ready 2024

An ongoing programme since 2020, the CIMB MicroBiz Ready 2024 continued its successful journey with a small change. While in previous years the programmes were a collaboration with CIMB, this year the collaboration has smoothly transitioned over to the CIMB Foundation.

CIMB MicroBiz Ready 2024 kicked off in June 2024 with three cohorts in Peninsular Malaysia: in the Klang Valley, Johor and Perlis. The programme, which is expected to conclude its monitoring phase in March 2025, aims to empower participants with essential skills and knowledge in financial management and bookkeeping necessary for business development, facilitate access to financing opportunities, and instil the awareness needed to transform a small enterprise into a private limited company (Sdn. Bhd.)

**124** Partners' Involvement

**8** Entrepreneurs' Alumni Involvement





## CIMB MicroBiz Ready 2024

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### Central Region (Klang Valley)

Conducted at Taylor's Lakeside Campus, the programme saw 30 participants graduate following the comprehensive 20-hour engagement sessions. The initiative, which is supported by RM 68,400 in sponsorship and grants, successfully equipped participants with the essential skills and resources needed to advance their entrepreneurial journeys.



### Southern Region (Johor)

Conducted at Universiti Tun Hussein Onn Malaysia (UTHM), Batu Pahat, Johor, 20 participants graduated after the comprehensive 20-hour engagement sessions. The initiative was supported by RM 76,800 in sponsorship and grants, and successfully empowered participants with the skills and knowledge needed to enhance their entrepreneurial capabilities.



### Northern Region (Perlis)

Conducted at Universiti Malaysia Perlis (UniMAP), Kangar, Perlis, the 20 hour-engagement programme saw 71 participants graduate. Supported by RM 76,800 in sponsorship and grants, the initiative provided participants with valuable skills and resources needed to advance their entrepreneurial pursuits.





## Kelab Usahawan Alumni Taylor's Community (*K.U.A.T. Community*)

The KUAT Community programme was established in 2021 to empower B40 small entrepreneurs by fostering a supportive ecosystem that equips participants with the essential skills for sustainable growth. The community, with 50 active members including industry experts, mentors, and established entrepreneurs, has grown significantly over the years.

This year, three alumni—Rawi, Azrin, and Cherstina—took on leadership roles to spearhead the execution of the KUAT Community, showcasing its impact in cultivating capable leaders. The programme continues its focus via physical sessions and hybrid sessions to engage with alumni beyond the Klang Valley.

Through monthly activities that address revenue strategies, business expansion, and financial planning in addition to hours of structured learning, the programme has created significant impact. With financial literacy expertise from Taylorians, including lecturers from the School of Accounting, as well as RM10,000 in annual funding, the KUAT Community continues to grow. The initiative remains steadfast in championing sustainable business practices, fostering leadership, and empowering the B40 entrepreneurial ecosystem to thrive.



# HIGHLIGHTS

## Uplifting Lives Through Entrepreneurship

### IMPACT Indicators

- Increase in entrepreneurial skills and knowledge, as well as networking capabilities gained through the programme
- Ability to be self-sustaining and contribute back to their communities
- Increase in household income levels as a result of business success

### IMPACT Numbers

8

Total programmes

581

Total no of participants

347

Total no. of hours

648,600

Total fund (RM)

### Goals in 2025

#### Income Growth:

The ability of participants to increase their income over time, indicating their adaptability to changing business trends and economic conditions.

#### Enhanced Quality of Life:

The improvement in the participants' overall quality of life, reflecting how well they can cope with changes in their financial situation and enjoy a higher standard of living.

#### Income Stability:

The sustainability and stability of participants' income sources, which suggests their capacity to withstand economic fluctuations.

#### Network Strength:

The expansion and strength of their professional and social networks, demonstrating their ability to leverage relationships for personal and economic growth.

## HIGHLIGHTS

# Children as Changemakers

We believe in providing children from underprivileged communities a fair chance to emerge as changemakers in their community.



### Problem Statement:

Taylor's Community emphasises education as vital for the sustainability of refugee communities, grooming the next generation to have a positive approach to learning, well-being, self-development and financial literacy, and empowering them to create meaningful impacts within their communities and beyond.



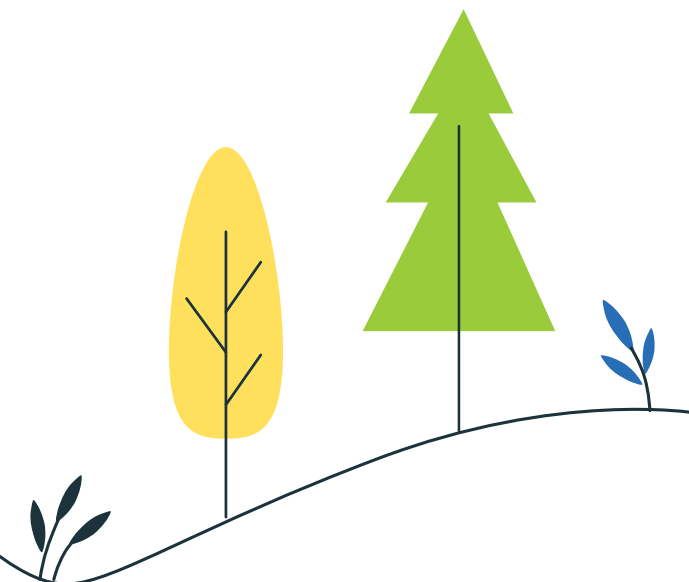
## Eco-Revolution

The Eco-Revolution programme, a collaboration with the Warrior Bride Learning Centre, is a platform designed to equip child refugees with knowledge on sustainable practices and critical thinking. This three-hour workshop transforms the young participants into passionate Eco-Warriors, empowering them with the skills and mindset needed to address pressing environmental challenges.

30 child refugees, comprising 8 boys and 22 girls, participated in the programme, which was led by three volunteers. Featuring hands-on activities designed to foster creativity and critical thinking, collaborations for innovative models and canvases that address real-world environmental issues, the workshop culminated with an inspiring message:

"Becoming an Eco-Warrior is about making small, meaningful changes that add up to big impacts — and the journey can start now!"

Despite facing various challenges such as language barriers and resource limitations, the power of collaboration and the dedication of all participants led to the programme's success.



## Taylor's Shuttle Champ - Badminton Clinic 2024

A dynamic collaboration with DuoSparks brought forth an unforgettable experience to an underserved community. The Taylor's Shuttle Champ Badminton Clinics, designed to empower and inspire, used sports psychology to build emotional resilience in its participants as it opened doors to exploring career pathways in badminton.

The two-day clinic was held in December 2024 at Sunway X Park, engaging 30 participants comprising of a diverse mix of young locals and refugees.

Participants honed their technique, motor skills, communication, and accuracy through 4 hours of training daily, and they also took part in a 1.5 hour workshop on sports psychology and emotional well-being.



# HIGHLIGHTS

## Children as Changemakers

### IMPACT Indicators

- Heightened enthusiasm for acquiring new knowledge and practical skills
- Elevated consciousness regarding mental health and emotional well-being
- Growing aspiration to contribute to a community dedicated to social welfare

### IMPACT Numbers

2

Total programmes

60

Total no of participants

20

Total no. of hours

22,100

Total fund (RM)

### Goals in 2025

#### Catalysts of Change

Empowering young children with proactive mindsets to instigate positive change in themselves and their community.

#### Building Bridges to Holistic Knowledge

Creating a platform for young children to acquire knowledge comprehensively.

#### Nurturing Mental Health Awareness in the Next Generation

Enhancing young children's awareness of mental health.

#### Innovative Learning Through Hybrid Pathways

Implementing programmes through virtual methods or a combination of virtual and physical approaches.



## HIGHLIGHTS

# Women Shaping the Future

Women form the foundation of our community and possess the ability to influence the younger generation and foster significant change for the future. We are committed to empowering women through skill enhancement initiatives, entrepreneurship programmes offering income-generating opportunities, emotional well-being programmes, and financial modules. This approach enables them to ensure their own sustainability as well as that of their families.



### **Problem Statement:**

How can we help B40 women enhance their resilience in navigating the challenges brought about by an economic downturn while managing their responsibilities as homemakers?

## Breaking Barriers, Building Bridges (4B)

In conjunction with International Women's Day, Taylor's Community collaborated with the Empowerment Department of Kechara Soup Kitchen (KSK) for the Breaking Barriers, Building Bridges (4B) programme. 4B recognises and challenges the barriers that hinder gender equality and women's empowerment, while at the same time emphasises the importance of building bridges and fostering connections among individuals and communities.

Conducted in Setapak, Kuala Lumpur, the programme empowered 13 women from the B40 community with a 5-hour workshop that raised awareness on mental health issues. The event also helped to build relationships between the racially diverse participants hailing from Setapak and Titiwangsa through creativity workshops.

4B featured the participation of four student volunteers from Taylor's Community Service Initiative (CSI).

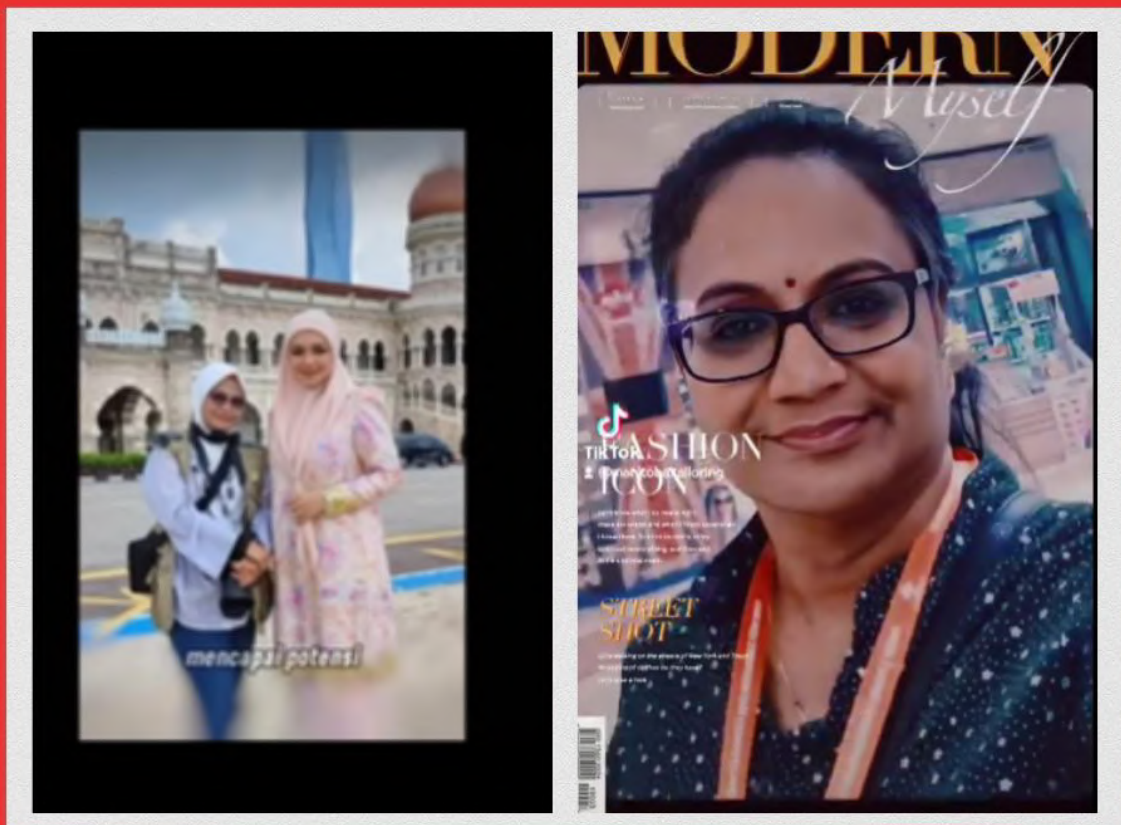
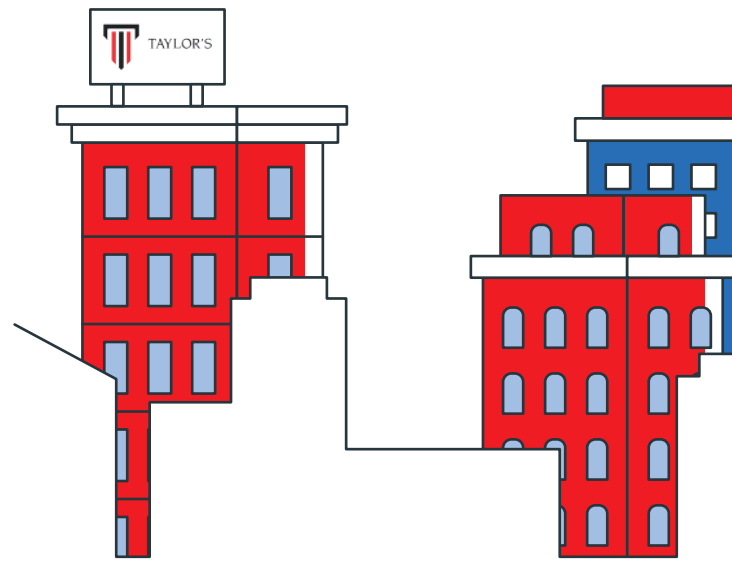




## Taylor's RiseHer

Taylor's Community celebrated International Women's Day (IWD) with an online initiative spanning seven days, which encouraged participants to share their views and reflections on this year's theme, "Inspire Inclusion".

From March 6 to March 12, 2024, three women created and promoted videos through their social media platforms including TikTok, Facebook, Instagram and LinkedIn, using the hashtag #taylorscommunityriseHer. The friendly competition drew out creativity in the women, with the winner receiving a RM200 voucher.





# HIGHLIGHTS

## Women Shaping the Future

### IMPACT Indicators

- Empower women from the B40 community to combat work stereotypes among women in Malaysia
- Expose young women in the B40 community to the importance of self-love, independence and the impact of role models
- Empower women of all ages to make decisions with confidence, whether in business, family affairs or daily life

### IMPACT Numbers

2

Total programmes

16

Total no of participants

7

Total no. of hours

800

Total fund (RM)

### Goals in 2025

#### Empowered Minds, Enriched Lives

Build awareness on emotional wellbeing that accelerates women's empowerment to make an impact on the quality of life for women, men, families and communities.

#### Safe Spaces for Connection and Growth

Provide a safe and open space for B40 women to explore, network and build relationships.

#### Strengthening Women Through Mental Wellness

Equip women with more mental health-related programmes.

#### Bridging Impact Through Hybrid Platforms

Execute programmes virtually or as virtual and physical hybrids for greater reach.



MOVING  
FORWARD



## WHY this strategy

Our vision is to create inclusive and sustainable economic growth by equipping marginalised communities with entrepreneurial skills. This strategy fosters resilience, pride, and innovation among individuals while contributing to a thriving local economy.

By embracing technology and leveraging partnerships, we aim to address modern challenges and expand greater opportunities for all.



## Challenges identified based on experience

1. **Limited outreach in underserved regions** beyond urban areas like Klang Valley.

2. Difficulty in ensuring that programmes are **inclusive and accessible** to people with varying literacy levels or disabilities.

3. **Sustainability gaps:** Entrepreneurs struggle to integrate environmental practices or adopt digital platforms effectively.



## Action Plans/ Initiatives

☆ **Expand programme reach** by partnering with funders aiming to impact rarely touched communities, and collaborate with NGOs and corporations to identify and engage target groups.

☆ **Tailor modular programmes** for diverse learning needs, incorporating elements such as hands-on business simulations and gamification.

☆ **Introduce an AI for Entrepreneurs Toolkit:** Provide practical applications of AI for market analysis, customer engagement, and business optimisation.

☆ **Pilot green business modules** to teach circular economy concepts like upcycling and sustainable packaging.

☆ **Implement a mentorship network:** Pair new entrepreneurs with alumni for peer-to-peer learning and motivation.



## Goals

● Empower marginalized groups (B40, Asnaf, single parents, PWD\*) to generate sustainable income through entrepreneurship while fostering an understanding of **Environmental, Social, and Governance (ESG) principles**.

● Equip entrepreneurs with advanced digital business skills, including **AI-driven solutions**, while promoting sustainable and ethical practices.

● Strengthen emotional well-being by embedding **mental health, resilience, and ESG awareness** modules in training.





## WHY this strategy

Children are the foundation of a thriving and sustainable future. By equipping them early with entrepreneurial thinking, financial literacy, environmental awareness, and leadership skills, we empower them to lead purpose-driven lives and positively impact their communities.

This strategy also helps cultivate a generation of resilient, socially conscious individuals ready to navigate complex challenges, pursue meaningful careers, and create long-lasting change in society.



## Challenges identified based on experience

1. **Lack of consistent** exposure to role models and mentors who exemplify purpose-driven leadership and community impact.
2. **Limited integration** of entrepreneurship and financial literacy with environmental and mental health education in traditional learning frameworks.
3. **Difficulty in engaging** marginalized communities, such as B40 groups and children in underserved areas, due to resource constraints and accessibility issues.
4. **Resistance to adopting** innovative and future-forward approaches to leadership and purpose-led career guidance among some stakeholders.



## Action Plans/ Initiatives

- ☆ **Entrepreneurship & Financial Literacy Workshops:** Conduct hands-on labs and gamified modules to teach children entrepreneurship skills, budgeting, saving, and ethical investing through real-life scenarios.
- ☆ **Green Changemaker & Leadership Challenges:** Host competitions and bootcamps where children create sustainable solutions for local problems while developing leadership and teamwork skills.
- ☆ **Purpose-Led Career Mentorship:** Introduce mentorship programmes featuring professionals with socially and environmentally impactful careers to inspire children and guide them toward meaningful paths.



## Goals

- **Empower Entrepreneurial and Leadership Mindsets:** Equip children with entrepreneurial thinking, leadership skills, and a purpose-led mindset to address real-world challenges and drive community betterment.
- **Enhance Financial and Environmental Literacy:** Provide education on financial management and eco-conscious practices, fostering ethical decision-making and sustainable behaviors.
- **Build Emotional Resilience and Career Awareness:** Strengthen mental health awareness and self-care while guiding children toward career paths that create positive social and environmental impact.



## WHY this strategy

Empowering women in the B40 community is crucial as they play a vital role in shaping the next generation through upbringing, values, and nurturing. Mothers are often the primary caregivers, instilling foundational values, resilience, and curiosity in their children. By providing women with opportunities for growth in entrepreneurship, financial literacy, and emotional well-being, we empower them to create a ripple effect of positive change. This strategy focuses on enabling women to inspire their families and communities by leading purposeful lives and fostering holistic development.



## Challenges identified based on experience

1. **Balancing personal** development programmes with family and caregiving responsibilities, limiting women's time and energy for growth.
2. **Limited access** to resources, training, and financial support for women to initiate and sustain entrepreneurial ventures.
3. **Societal norms** and cultural expectations that may limit women's opportunities for leadership and growth within their communities.



## Action Plans/ Initiatives

- ★ **Holistic Empowerment Workshops:** Offer programmes focused on entrepreneurship, financial literacy, and leadership development for women to strengthen their economic and personal growth.
- ★ **Community Support Circles:** Create platforms for women to connect, share experiences, and receive mentorship, building peer support and resilience.
- ★ **Family and Community Engagement Programmes:** Develop initiatives that encourage women to inspire positive change in their families and communities, promoting sustainable practices and social cohesion.



## Goals

- **Empower women** to become leaders in their families and communities by equipping them with skills for entrepreneurship, financial literacy, and leadership.
- **Enhance mental well-being** and emotional resilience, fostering self-confidence for women to take charge of their personal and professional lives.
- **Strengthen the social fabric** by creating networks and opportunities that support women, families, and communities to thrive together.



## WHY this strategy

Youth empowerment is critically important for the B40 community. However, programmes and initiatives designed specifically for young individuals are often scarce and face challenges in terms of engagement due to their education responsibilities and financial constraints that these young people bear. As an educational institute, it is our responsibility to provide guidance and education tailored to their needs. We aim to instil in them the importance of exploring, learning and focusing on personal development to tap into their inner potential and achieve empowerment.



## Challenges identified based on experience

- 1. Engagement and Interest:** It can be challenging to maintain youth engagement throughout a programme due to fluctuating interest, diverse priorities, and external pressures like school or work.
- 2. Measuring Impact:** The long-term impact of youth programmes is difficult to quantify, and demonstrating tangible improvements in participants' lives and their communities can be complex.
- 3. Barriers to Access and Opportunity:** Youth from low-income families face additional barriers in accessing resources, mentorship, and skill-building opportunities due to financial or logistical limitations.



## Action Plans/ Initiatives

- ★ **Strengthen Partnerships with Relevant Stakeholders:** Collaborate with educational institutions, NGOs, and corporations to provide holistic opportunities for youth development, including scholarships, mentorships, and skills training.
- ★ **Youth-Driven Community Projects:** Organize initiatives where youth take the lead in addressing local issues, such as sustainability projects or social awareness campaigns, to encourage responsibility and active participation.
- ★ **Create Supportive Mental Health Platforms:** Develop spaces, both physical and virtual, where youth can openly discuss mental health concerns, access resources, and participate in wellness programmes to reduce stigma and encourage well-being.



## Goals

- **Provide access to quality education and skills development:** Equip youth with tools for future success through skill-building workshops, leadership programmes, and career readiness.
- **Promote positive physical and mental well-being:** Foster resilience and well-being, helping youth balance stress, responsibilities, and personal growth.
- **Encourage community participation and financial literacy:** Encourage youth to engage in social change and teach them essential financial literacy for informed decision-making.





# TESTIMONIALS

## Dato' Loy Teik Ngan

*Chairman*

Taylor's Education Group

I am very happy to know that our CSR programmes have benefited the lives of many, especially our entrepreneurship programme that has successfully uplifted the incomes of many 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 be more successful in the years to come.

## Ahmad Shahrman

*CEO*

CIMB Islamic Bank, CIMB Foundation

After more than eight years of fruitful collaborations with Taylor's Community, it brings me great pride to witness the significant strides made in entrepreneurship development and the tangible impacts on the lives and livelihoods of the 1,189 programme beneficiaries. The entrepreneurship initiatives under Taylor's Education Group, particularly the Program Keusahawanan CIMB Islamic-Taylor's, CIMB MicroBizReady, and iTEKAD CIMB Islamic Rider Entrepreneur Programme, have become flagship efforts in serving the underserved segments to obtain financial knowledge that transcends into advancing economic empowerment in accordance with the BNM Financial Sector Blueprint 2022-2026.

The initiatives have also produced notable success, enabling many participants to elevate incomes, sustain their own businesses, and simultaneously contribute to the community, thereby supporting economic growth. This year marks another milestone in our collaborative journey, with achievements that highlight the unwavering commitment from both CIMB teams and Taylor's. Through these programmes, micro-entrepreneurs have gained access to comprehensive training in areas such as financial and business management, talent development, and fostering a creative entrepreneurial mindset. This is further enhanced by opportunities to adopt digitalisation, made possible through strong partnerships within the business ecosystem.

The team at Taylor's Community has shown dedication through their planning, execution, and engagement with stakeholders. These efforts have played a role in the success of our initiatives, contributing to the transformation of many entrepreneurs and laying the groundwork for long-term sustainability.

Congratulations to the CIMB teams and Taylor's Community for yet another impactful year. I am deeply grateful to all CIMB staff, including our dedicated volunteers, whose hard work and commitment have been pivotal in reaching this significant achievement. Our continued collaboration is a testament to our shared goal of fostering inclusion, driving economic growth, and uplifting the communities we serve.



## Jeffery Ng

*Managing Director*

Group Community Banking  
RHB Banking Group

The RHB #JomBiz programme has greatly benefited from the Taylor's team's expertise and tailored guidance. Their hands-on approach has delivered tangible outcomes, with participants showing significant growth and confidence in their entrepreneurial journeys. We value their dedication to creating real impact and look forward to continuing this successful partnership.

## Daphne

DUOSPARKS

Taylor's Golden Smash is an impactful badminton programme that provides a great introduction to the sport for underprivileged youth. It aims to encourage badminton and make it more accessible to those who may not otherwise have the opportunity to learn and enjoy the game.



## Katie Choong

*Manager*

Kechara Food Bank and Empowerment

Our collaboration on the Empowerment programme during International Women's Day was a tremendous success. Taylor's Community demonstrated unwavering dedication, professionalism, and a genuine commitment to empowering women. Their support and active participation significantly enhanced the impact of our initiative, allowing us to reach more individuals and make a meaningful difference. We look forward to continuing our partnership and building on this success to create more sustainable and impactful community projects in the future.





**Mohamad Zulkarnine B. Zakaria**

Penerima Geran Motosikal, iTEKAD SARAWAK

Saya berpendapat program iTekad ini adalah solusi terbaik bagi mengurangkan masalah pengangguran dan juga salah satu cara untuk memajukan ekonomi khasnya para belia terutama golongan asnaf di Malaysia. Hasil daripada bootcamp iTekad para peserta dapat mempelajari ilmu asas dan skill pengurusan diri serta perniagaan yang akan dan sudahpun ada. Selain dari ilmu yang diperolehi dapat dipraktikkan terus ke dalam kehidupan seharian, contohnya ilmu pengurusan stress ianya boleh dikongsikan kepada orang-orang yang tersayang, ahli keluarga, sahabat dan mungkin orang sekeliling. Ilmu yang diperolehi bukan hanya sewaktu bootcamp sahaja, malah selepas habis bootcamp pun, ilmu yang baru turut dapat diperolehi hasil dari susulan program oleh pihak Taylor's Community.

Dengan adanya panduan daripada bootcamp iTekad, rider semua tidak hanya hidup secara kosong ataupun hanya mendapatkan gaji semata-mata tetapi ada yang lebih menarik menanti mereka setelah cukup setahun menjadi rider foodpanda iaitu berniaga apa yang diminati dengan tiada tekanan atau halangan kepada perniagaan yang telah dirancang dan disusun rapi. Tahniah diucapkan kepada semua pihak yang berusaha serta pengelola program iTekad, Taylor's Community mahupun peserta kerana tanpa penglibatan salah satu pihak program ini tidak akan berlangsung dengan jayanya. Tahniah diucapkan sekali lagi.

**Mohamad Azizul Hakim B. Kamarudin**

Penerima Geran Motosikal, iTEKAD PAHANG

Assalamualaikum. Secara keseluruhannya saya berpuas hati dapat menyertai program iTekad yang dianjurkan oleh pihak CIMB Bank, Taylor's Community, Yayasan Belia Malaysia dan Majlis Ugama Islam dan Adat Resam Melayu Pahang (MUIP).

**Masnah Bt. Abdul Rahman**

Penerima Geran Motosikal, iTEKAD SABAH

Pertama sekali, saya berterima kasih kepada pihak CIMB Islamic, YBM, Taylor's dan MUIS kerana memilih saya di dalam program ini. Bootcamp di Beringgis adalah kursus terhebat yang pernah saya hadiri.

Sejujurnya pada hari pertama, saya memang tidak yakin bila lihat majoriti peserta lelaki sebagai pesaing. Setiap hari di bootcamp keyakinan dan motivasi diri saya semakin bertambah. Saya memang tiada pengetahuan langsung tentang penyediaan kertas kerja perniagaan, tetapi pada hari akhir saya dengan penuh keyakinan dapat membentangkan rancangan perniagaan menggunakan ilmu yang ditimba di dalam bootcamp. Kerjaya sebagai rider memang baru bagi saya, tetapi saya mencabar diri untuk mengikuti program ini. Dalam bulan pertama, saya terlalu kelam kabut dan pelbagai cabaran yang saya hadapi sehingga membuatkan saya putus asa. Ibarat patah sayap bertongkat paruh', saya terus bangkit apabila mengingatkan matlamat hidup saya. Saya banyak mendapat bantuan dari senior untuk setiap masalah yang dihadapi dan saya telah buktikan berjaya mendapatkan pendapatan dari rider. InsyaAllah, dengan pendapatan rider saya mampu meningkatkan pendapatan keluarga saya dan untuk jangka masa panjang saya akan dapat memiliki perniagaan sendiri.

**Nurazlin Binti Azman**

Pemenang Tempat Pertama, MBR KV

Menyertai program CIMB MicroBiz Ready oleh Taylor's Community pada bulan Julai telah memberi saya banyak manfaat berharga dalam mengurus dan mengembangkan perniagaan. Program ini membekalkan saya dengan alat praktikal, peluang rangkaian, dan strategi kewangan yang membantu meningkatkan kemahiran keusahawanan serta menyokong perjalanan saya dalam inisiatif penternakan itik dan kelestarian.

**Muhammad Harith Bin Lokman**

Pemenang Tempat Kedua, MBR JOHOR

Saya berasa amat bertuah dapat menyertai program MicroBizReady (MBR) Johor yang dianjurkan oleh Taylors Community. Sepanjang program ini, saya memperoleh banyak ilmu dan kemahiran baharu berkaitan keusahawanan yang amat relevan untuk perkembangan perniagaan saya.

Keseluruhan program ini bukan sahaja meningkatkan keyakinan saya dalam menjalankan perniagaan, tetapi juga memberi saya arah tuju yang lebih jelas untuk masa depan perniagaan saya.

Sekali lagi, saya ingin mengucapkan terima kasih kepada Taylors Community atas peluang ini. Saya percaya program ini mampu membantu ramai lagi usahawan kecil dan sederhana seperti saya untuk berkembang maju.

**Muhammad Hafizul Bin Abdul Ghani**

Pemenang Tempat Ketiga, MBR PERLIS

Pengalaman dan kebaikan yang saya dapat dalam program tersebut adalah :

1. Dapat belajar cara berkomunikasi secara spontan dihadapan orang ramai.
2. Dapat menimba ilmu baru yang disampaikan oleh penceramah berkaitan daya tahan seorang usahawan dalam memastikan perniagaan terus bertahan walau apa cabaran yang mendatang.
3. Ilmu berkaitan Enterprise dan Sdn.Bhd yang membolehkan seorang usahawan menilai yang mana lebih mendatangkan kebaikan dan sebaliknya.
4. Dapat belajar daripada perkongsian pengalaman usahawan yang hadir pada program tersebut.

**Norlinda Komel**

Pemenang Top 10, RHB #JomBiz Kohort 5

Salam Sejahtera,

Nama saya Norlinda Komel peserta daripada Sabah, Top 10 pemenang JOMBIZ COHORT 5. Pengalaman saya sepanjang mengikuti program RHB JOMBIZ ini sangatlah bermakna kerana ilmu, tunjuk ajar dan bimbingan yang diberikan daripada mentor serta fasi sangat memuaskan. Tambahan pula, saya baru memulakan perniagaan dan program ini telah menjadi panduan kepada perniagaan saya untuk berkembang. Selain itu, saya sangat suka apabila selepas memenangi Top 10 ini kerana saya mendapat bimbingan yang berterusan dari segi mentoring, pemantauan dan memantau laporan kewangan perniagaan.

Oleh itu, peluang yang diberikan ini sangatlah berharga. Terima kasih kepada pihak RHB dan Taylor's community. Semoga program ini sentiasa berterusan dan memberi peluang kepada lebih ramai usahawan.

**Muhamad Fiqri Bin Kassim**

Penerima Geran Motosikal, ITEKAD MELAKA

Saya Muhamad Fiqri bin Kassim antara peserta yang mengikuti program yang dijalankan oleh itekad, selama mengikuti program ini saya dapat mempelajari pengurusan kewangan saya, dapat menjana pendapatan melalui food panda, dapat mempelajari cara memulakan perniagaan, membuat pengiraan modal, untung rugi perniagaan penambah baik perniagaan, penambah baik pengurusan simpanan kewangan dan menyimpan modal untuk penambah baik perniagaan sedia ada.

**Angelina Tay**

Volunteer & Academic Coordinator, ECO-REVOLUTION

In September, we had a fun filled afternoon thanks to the team from Taylor's Community CSR. They ran an Eco-revolution Sustainability programme for a group of our students. Our students love activities, and this time was no different. The CSR Team was well organised, and the afternoon went very well. One of the children's favourites were their team activity which required them to work together to make huge pieces of artwork. Not only did they have fun, they also learnt a lot about the environment and what it means to be more environmentally friendly.

The programme was well structured and curated to suit our students. They had a great time and at the same time, they took away important messages pertaining to the environment as well. Well done to the Taylor's Community CSR Team and thank you for choosing our learning centre to participate in this programme.



**Dr. Firdous Mohd Farouk**

Head of Department, School of Accounting & Finance, Taylor's University

Being part of Taylor's Community has been an incredibly fulfilling experience. The supportive environment, collaborative culture, and commitment to excellence make it a unique place to grow and contribute.

From empowering participants through impactful initiatives to partnering with industry leaders like CIMB Bank and RHB, Taylor's Community continues to inspire innovation and drive meaningful change. The opportunities to engage, mentor, and collaborate have not only enriched my professional journey but also allowed me to give back to society in meaningful ways.

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**Dr. Aerni Isa**

Senior Lecturer, School of Management & Marketing, Taylor's University

I am truly grateful for the opportunity to participate as a volunteer in the CSR programme organised by my university. This initiative is incredibly meaningful, as it helps enhance business opportunities in society. As a trainer, I feel honoured to share my knowledge and insights with the audience, particularly in helping them understand the significance of social media. I sincerely hope to have the chance to contribute to this programme again in the future.

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**Dr. Kelvin Lee Yong Ming**

Senior Lecturer, School of Accounting & Finance, Taylor's University

As a voluntary trainer for Taylor's Community, I had the opportunity to deliver multiple sessions in 2024, focusing on financial literacy and financial management. It has been incredibly rewarding to see participants gain new knowledge from these sessions. Knowing that I am helping others enhance their financial understanding makes me feel fulfilled, and I am grateful for the chance to contribute to the community in a meaningful way.



Volunteering at this event was a humbling and enriching experience for me. It not only provided immediate relief to those in need but also contributed to long-term positive change by inspiring hope and resilience. The dedication and compassion demonstrated by everyone involved were truly commendable, making this event a resounding success. I am grateful for the opportunity to have been part of such a meaningful initiative and look forward to participating in future events.

**Siew Kar Hong**

CSI Volunteering

Honestly, volunteering gives me a sense of joy, and it feels therapeutic. So, when I took part in unity in action, I felt very at home, I guess? Though we had a rocky start, the leaders knew how to manage and kept us all calm. As time went by, things eased in a lot more, and everything was carried out smoothly. So overall, it was a lovely experience, and I am glad I was part of the volunteering team.

**Samarihi**

Taylor's University Psychology Students



**Mohd Rawi bin Othman**

Founder, Onlinejer Marketing

Rasa bersyukur dapat mengenal Taylor's Community kerana dapat manfaat daripada program. Selain itu diberi peluang membina sifat kepimpinan melalui projek KUAT Community. Saya dah dapat manfaat dari program ini, tiba masanya saya "Giving Back To Society".

**Cherstina Binti Hamdan**

Founder, CNS Management Services

Pertamanya saya mengucapkan syukur kerana diberi peluang oleh Kuat Community menjadi pemimpin dlm Kuat Community. Sebagai pemimpin dalam Kuat Community, tugas utama saya adalah memastikan segala aktiviti dan matlamat komuniti berjalan dengan lancar. Saya dan rakan-rakan yang lain bertanggungjawab merancang program seperti latihan kemahiran, ceramah motivasi dan pelbagai program yg sesuai dengan keperluan Ahli Kuat Community yang kesemuanya adalah usahawan.

Saya juga bertugas sebagai pembimbing, memberikan motivasi dan inspirasi kepada ahli agar terus komited terhadap matlamat Kuat Community. Tugas saya sebagai pemimpin dan usaha giving back bertujuan memperkukuh kejayaan Kuat Community.

**Azrin [Dr.B] bin Azami**Perunding Pengurusan Perniagaan & Jurulatih Keusahawanan,  
ARyner Biz Solution

Alhamdulillah diatas limpah kurniaan rezeki & segala peluang yang diberikan kepada saya. Sebagai salah seorang pemimpin Kelab Usahawan Alumni Taylor's Community (KUAT Community) adalah menjadi tanggungjawab bersama pemimpin-pemimpin lain untuk meneraju halatuju dan menetapkan matlamat kelab bagi tahun 2024.

Menggunakan kaedah "Generate, Manage & Expend" kami telah menyusun pelbagai aktiviti yang dilihat mampu memenuhi keperluan para ahli kelab dalam menuju ke peringkat keusahawanan yang lebih tinggi. Selain daripada mentadbir urus kelab, saya juga turut menjadi Jurulatih bagi beberapa modul keusahawanan, membimbing ahli kelab, menyediakan perkhidmatan klinik bisnes memberi inspirasi kepada para ahli kelab juga turut menjadi penghubung antara ahli kelab & ahli keusahawanan di dalam jaringan saya, selaras dengan perjuangan saya secara individu iaitu memperkasakan komuniti keusahawanan.

Saya mengucapkan terima kasih kepada Taylor's Community diatas kepercayaan & peluang yang diberikan kepada saya untuk memberi khidmat seterusnya memperkasakan komuniti keusahawanan bersama ahli-ahli KUAT. Akhir kata, keusahawanan adalah cara hidup yang berteraskan komuniti. Bersama kita perkasakan Komuniti Keusahawanan.





### Azrina Binti Non

RHB #jombiz: Pemenang Geran Utama Kohort 1, Fasilitator Kohort 5

Sebagai peserta program, pengalaman ini memberikan banyak ilmu baru yang dapat dimanfaatkan dalam perniagaan. Selepas tamat program, hubungan bersama RHB, Taylor's, dan peserta lain terus terjalin, membina rangkaian yang kukuh. RHB juga menyediakan peluang kepada alumni untuk berniaga di RHB Tower, membantu memperkenalkan jenama dan produk kepada pasaran lebih luas. Selain itu, mengambil tanggungjawab sebagai fasilitator selama tiga kohort (Kohort 3, 4, dan 5) menjadi cara memberi sumbangan balik kepada Taylor's dan RHB untuk membantu lebih ramai usahawan.

Sepanjang menjadi fasilitator, banyak pelajaran berharga diperoleh, termasuk memahami perniagaan lain melalui tugas menyemak rancangan perniagaan mentee, serta berkongsi ilmu dan pendapat dengan peserta untuk saling bertukar pengalaman. Pengalaman paling bermakna adalah apabila mentee yang dididik berjaya memenangi geran, sekaligus membantu mereka mengembangkan perniagaan ke tahap yang lebih baik.



### Adreena Sofia Binti Seliman Hamzah

RHB #jombiz: Pemenang Geran Utama Kohort 4, Fasilitator Kohort 5

Back when I started a business, I only aimed to generate sales, even though I was making more losses than profit. With no business circle or legitimate businesspeople to ask, I only had my mom for advice. That's why I decided to become a facilitator. I've always believed that a piece of advice given by legit businesspeople is the best advice we can get.

I wanted to help other startups and entrepreneurs in their business venture. Helping them to understand and take affordable risk is important. Throughout my contribution, the best moments were when we sincerely shared our tips, and when I watched my charges perform excellently during the presentation. To be an entrepreneur, one needs to have a strong support system.



### Siti Noor Aishah

Cimb Microbiz Ready: Peserta Kedah 2023, Fasilitator Perlis 2024

Assalamualaikum, nama saya Siti Nur Aishah Bt Salleh dari Jitra Kedah. Saya usahawan yang mengusahakan produk makanan iaitu pelbagai jenis Produk Pekasam Aishah. Saya menyertai Micro Biz Ready di Kedah pada tahun 2023 dan berjaya mendapat tempat Ke-3. Sebagai alumni di bawah program ini, saya ingin berkongsi ilmu dan aplikasikan dalam pitching serta ingin memberi khidmat kepada Program ini. Apa yang dapat saya pelajari selama 4 hari di sini sebagai fasilitator, saya dapat bersemuka dengan peserta untuk membantu mereka, kerana tidak kesemua peserta cekap untuk bercakap dan berkomunikasi di hadapan ramai. Salah seorang peserta saya, dia gugup untuk bercakap, jadi saya membantu dan melatih peserta tersebut sehingga ke hari pitching dan peserta tersebut dapat lakukan.

Alhamdulillah, saya mahu berkhidmat lagi, berkongsi ilmu dengan masyarakat agar dapat didedahkan lagi kepada mereka tentang kebaikan program ini seperti yang saya lalui. Untuk peserta alumni MicroBiz Ready di luar sana, jom kita join sebagai Fasi kerana selain kita berkongsi ilmu, kita juga dapat menambahkan lagi networking kita dan dari situ, kemungkinan kita dapat bekerjasama menjalankan perniagaan bersama-sama.



# Future Plans

and Ways of Working Together

# Future Plans and Ways of Working Together

Are you a passionate **INDIVIDUAL** who would like to contribute your knowledge and skills to the less fortunate? Be a trainer or a volunteer in our programmes!

You can join our sustainable social programmes and do your part together to make a difference in the lives of those who need us the most!

You will also meet like-minded individuals for future collaborations and have a meaningful experience in our programmes.

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Are you a **BRAND** that is interested in taking a few steps forward on making your CSR programme sustainable? Partner and collaborate with us!

You can maximise business investment towards a positive and long-lasting social change.

We will help you track the impact the programmes have made, both quantitatively and qualitatively.

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Are you a **BUSINESS** or an **ORGANISATION** looking to adopt the hourglass model and replicate our programmes? Contact us for a free consultation session.

Planning to run a sustainable and measurable social programme? Ask us for an Hourglass Workshop.

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Based on our community needs, we have planned a few programmes for 2025!

If you're interested to be part of nurturing community development, let's **COLLABORATE!**

Partnership  
Enquiry



Volunteer  
Registration





# Our Partners



# Let's Connect



[csr.taylorsedu.my/taylorscommunity/](https://csr.taylorsedu.my/taylorscommunity/)



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



[www.linkedin.com/showcase/taylorscommunity/](https://www.linkedin.com/showcase/taylorscommunity/)



[www.youtube.com/channel/taylorscommunity](https://www.youtube.com/channel/taylorscommunity)



[www.facebook.com/taylorscommunity](https://www.facebook.com/taylorscommunity)



[taylors.community@taylors.edu.my](mailto:taylors.community@taylors.edu.my)



## Let's Transform Charity To Sustainability



*Thank  
You*

**2024**





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