myHarapan, also known as the Youth Trust Foundation, is dedicated towards empowering young Malaysians by supporting youth projects and initiatives that contribute to current nation-building efforts.

We achieve this through providing various platforms and opportunities that help them scale, sustain, expand and multiply their impact.
myHarapan is built on the foundation of three important pillars:

**YOUTH ENGAGEMENT**
A multi-faceted division comprising Outreach, and Capacity & Capability Development. Outreach acts as the face of the organisation as they reach out and inspire young people around the country; Capacity & Capability Development manages the planning and implementation of the foundation’s workshops and skills building activities.

**FUNDING**
Overssees the disbursement of the Youth Action Grants, which endows youth organisations between RM500 and RM15000; and the Social Venture Fund, which provides between RM50,000 and RM250,000 to prospective social businesses. Applicants are evaluated based on their scalability as well as economical and social impact.

**RESEARCH & POLICY DEVELOPMENT**
Drawing upon our access to hundreds of youth leaders aged 16-30 who in turn have access to millions of youths across Malaysia, we are able to build a solid database of detailed and accurate studies, surveys and profiles. Through the results of this market research, we constantly put ourselves in a better position to construct effective methods of attracting public support, creating foolproof project mechanisms, providing the most compatible platforms and measuring accurately social impact.
“We have a powerful potential in our youth, and we must have the courage to change old ideas and practices so that we may direct their power toward good ends.”

- Mary McLeod Bethune

Bismillahirahmanirrahim

We live in borrowed times, stemming from the neglect of our responsibilities as human beings. We have forgotten that we have been gifted with the intellect and choice to leave a legacy that will live beyond ourselves, that while everything is temporary, we must everyday, lead to make life better than it was yesterday. Our shortsightedness in the way we have conducted business, and how we have treated each other and the resources we have been given, have dire consequences. We will keep paying the price of our recklessness—environmental degradation, continuous wars and conflicts, hunger and poverty - If we do not, among other things, have hope in our youth’s power to undo the mistakes of the past.
Alhamdulillah, in our 5th year of establishment, we continue to forge ahead as one of the key intermediaries for facilitating youth-led social initiatives, capitalising on our youth’s talent and spirit, to deliver good social and environmental impact. This year, we have invested in over 1080 youths who undertook various developmental programs that enabled them to unearth and develop the skills and competencies to become the resilient, compassionate and committed individuals we so desperately need. They in turn, have inspired us with their relentless desire to redefine success and happiness by contributing to their communities and country. As we have discovered through the years, that when given the chance, regardless of background and qualification, they will not wait to become the leaders of tomorrow.

As Malaysia took over the Chairmanship of ASEAN in 2015, we saw it as an opportune time to up the ante and challenged our youth to embark on initiatives at a regional level. With the support of multi-sectoral organisations, the ASEAN Youth Social Business Summit fostered meaningful dialogues and catalysed collaborations between young social business entrepreneurs from member states. We are confident that Malaysian youth can become successful global changemakers with a thriving and supportive regional ecosystem. The challenge was absolutely accepted.

“The success of our youth is also attributable to the many partners we have worked with, companies such as Khind, Etiqa Insurance and DHL IT Services, and government agencies such as MaGIC, TalentCorp and MDeC. We cannot underestimate the value of collaboration in systemic change and are humbled by their readiness to partake with us on this long journey of positive youth development. With their participation, we were able to fund over 20 youth projects in areas such as affordable healthcare, waste management, and education.

Last but not least, youths alone, cannot bear the brunt of our past blunders. I look forward to seeing more of Public and Corporate Malaysia putting their hearts and soul into sustainable development, by way of meaningful investments, sharing of expertise and embedding community participation into their value chain. Most importantly, I hope that all of us can insist on using the best of our abilities to ensure that all youths be given the chance to excel as highly skilled and contributing citizens, with joy and happiness. Our future is depending on it!”

- Prof Muhammad Yunus, Nobel Peace Prize Laureate
“This is a time for bold measures. This is the country, and you are the generation.”

- Bono

We live in trying times. On the global front - economies are plummeting into a recession, wars are causing displacement of individuals and communities, environmental resources are being stripped and reaped to nothingness, natural (and sometimes man-made!) disasters plaguing the most underprivileged of communities, generations that are caught in poverty resulting in a host of other social problems... sadly, the list just goes on.

Back at home; while we aren’t famine-stricken or displaced by an ongoing civil war, Malaysians have seen better days.

But Bono reckons that there is no better time than now, for bold measures.

This is our Malaysia, and we are the generation that will make our words and action count in ensuring that we don’t pass on a broken nation to our children.
As myHarapan continues to champion youth development and facilitating the development, creation and growth of social businesses and its frameworks here in Malaysia, we’ve had an impactful and productive year delivering programmes and services, reaching out to grassroot communities. Rapidly growing as a developing nation, and fresh from holding the ASEAN chairmanship of 2015, Malaysia has placed a lot of emphasis and invested in the development of young people. This is evident by the number of programmes and events, organised across various sectors, and particularly in 2015, we were eager to see how youths from the region could come together to share, learn, and collaborate.

One of the key highlights of the year for us was definitely the myHarapan ASEAN Youth Social Business Summit 2015 held in Kuala Lumpur, where we facilitated youths to contribute meaningfully in restoring the socio-economic equilibrium via social business and social entrepreneurship.

As ASEAN isn’t just about leaders of nations and economic blueprints, youth leaders and social entrepreneurs from across ASEAN came together to formulate plans to solve their communities’ problems, one social business at a time. Coupled with increasing support across various sectors; young social entrepreneurs have brought about positive outcomes in communities.

I am excited to be a part of this movement and look forward to each and every one of you joining us as we take these bold steps.
The inaugural myHarapan Social Project Cup was organised to encourage Malaysian youths to create and implement social projects that contribute positively to their communities or the environment.

A nationwide call for submission on ideas for projects, led to the shortlist where 10 schools were selected to undergo a bootcamp from 29-31 May 2015 at the International Youth Centre in Kuala Lumpur. Students underwent training on project management, presentation skills, budgeting, social impact and sustainability. At the end of the bootcamp, the 10 teams presented their solidified ideas and only five teams made it through to the Finals.

The finalists then embarked on a market validation activity to test their idea, before they implemented the social project within their respective communities. Working with myHarapan and industry mentors throughout the two-month process, the teams eventually gathered to deliver their final pitch to a panel of judges.
SMK Merbok, Kedah (Winner)  
READ Project

Project READ is a social initiative led by a group of students from SMK Merbok, using the peer-to-peer mentorship for a literacy intervention programme to help their fellow schoolmates be able to read using structured learning tools and methodologies.

SMK Taman Sejahtera, Pulau Pinang (1st Runner Up)  
GEMS (Girls in Mathematics & Science)

A team of young girls from SMK Taman Sejahtera in Penang, created GEMS (Girls in Engineering, Mathematics and Science), a coding club that is specially tailored for girls to learn, and to equip themselves with computing skills in programming and coding through online learning courses. One of their objectives is to provide the skillsets needed for the females to have wider career options upon leaving school.

SMK Gajah Berang, Melaka (2nd Runner Up)  
Mudball Project

Students from SMK Gajah Berang to come up with a solution to curb water pollution using mudballs. They made their own enzyme and mixed and moulded into mudballs. The enzyme then reacts and cleans the water in the surrounding drains when the mudballs are thrown into the water.
The myHarapan Junior Event-Driven Implementers (JEDI) initiative was curated to provide secondary school students between the ages of 15-17 years, with skill-based knowledge and hands-on project management to carry out events/projects which are led by students, thereby reducing the workload of school teachers.

Endorsed by the Ministry of Education Malaysia, JEDI encompassed three phases: Bootcamp > Mentoring & Coaching > Implementation of event/project by students, and the schools selected by the Ministry to participate were:

SMK Taman Setiawangsa (Event: Entertainment Day)
SMK St. Gabriel (Event: Hari Keusahawanan)
SMK Seri Permaisuri (Event: Buka puasa & Solat Hajat for SPM candidates)
SMK Cochrane Perkasa (Event: School carnival)
SMK Aminuddin Baki (Event: Farewell dinner for principal)
SMK Seri Bintang (U) (Event: Color Run fundraising event)

The bootcamp was held over 3D2N at the Pusat Paralimpik Kg. Pandan in Kuala Lumpur, and covered topics of Team Management, Project Management and Presentation Skills, facilitated through lectures, activities, group exercises, and sharing of examples via videos and presentations. After the bootcamp, students worked with their myHarapan mentors, and eventually executed their respective event/project.
6 Schools
6 Students
6 Events at 6 locations
6 myHarapan mentors

85% of participants find the bootcamp was useful and impacted them
87% find the bootcamp was effective
98% knowledge increased after the program on the content discussed
100% implementation of all participating projects
30% to be developed and sent for SE Bootcamp or any Partner’s programme.
30% to sustain the projects for long-term
A 16-week project for children and youths ages 10-15 years old, Fun With English (FWE) is an English enhancement programme held once a week at PPR Lembah Subang in Petaling Jaya, Selangor, from March - July 2015.

The design of the programme is aimed at increasing the confidence of our beneficiaries in using and speaking the language. Content was delivered surrounding a weekly theme; incorporating activities such as tongue twisters, learning of new vocabulary, a group activity and individual guided reading (using Ladybird’s Peter & Jane book series).
<table>
<thead>
<tr>
<th>IMPACT ON YOUTH</th>
<th>EMPLOYEE ENGAGEMENT / STAKEHOLDER ENGAGEMENT</th>
<th>OVERALL IMPACT</th>
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<tbody>
<tr>
<td><strong>23</strong> Kids joined the program</td>
<td><strong>4</strong> facilitators each week</td>
<td><strong>80%</strong> children are bolder when talking in-group of people after joining Fun with English</td>
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<td><strong>75%</strong> of the students showed interest in the program with consistent attendance and showed improved progress in school for all subjects</td>
<td><strong>4X</strong> average times employees become the facilitator</td>
<td><strong>30%</strong> increase in language proficiency</td>
</tr>
<tr>
<td><strong>25%</strong> of the students showed improved progress in school for</td>
<td></td>
<td><strong>80%</strong> of parents and students wanted this program to be continued in future</td>
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Cahaya Kasih Challenge (CKC)

Etiqa Youth Entrepreneurship Challenge is an entrepreneurship-based program conducted by Etiqa in collaboration with myHarapan. This program was targeted for underprivileged / poor youths aging from 16 to 25 years old. This competition aimed to provide the skillsets in applying practical, innovative and sustainable approaches to effectively instill entrepreneurial zeal and business acumen among the targeted group.

The main objective was to introduce what social business is all about and how it can influence their lives in the long run, other than providing a platform for the participants to engage and expose themselves to the ways social businesses are handled and conducted.
This competition was divided into 3 phases.

1. The first phase involved the selection of the social businesses that will be represented in each region, after which, the product or services by these social businesses will be sold by the participants participating in this program.

2. In the second phase, a whole day workshop was conducted. Participants were introduced to topics such as sales and marketing, market needs analysis, resource management and developing entrepreneurship mindset.

3. The final phase was the Global CR Day. The competition was a one-day entrepreneurship event, which took place in 5 regions concurrently. Participants were required to sell designated products by chosen social businesses. Winners were selected based on specific criteria including profit margin percentage.
A nationwide call for submission on ideas for business, led to the shortlist where 10 business ideas were selected to proceed to the market validation phase. This phase they further developed and validated their social business by working with the beneficiaries and mentored by myHarapan and industry partners.

At the end of phase two, teams went through two rounds of pitch. In the first pitch, five teams were eliminated, and only five teams made it through to the finals. The finale pitch took place on 12 November 2015, the teams delivered their final pitch to a panel of judges.

The inaugural myHarapan Social Business Challenge 2015 was organized to motivate Malaysian youths to ideate and generate solutions using the social business model to combat youth unemployment. Themed “No Job, How Now?” the myHarapan Social Business Challenge 2015, developed social business ideas to alleviate youth unemployment.
PROJECT PHOENIX (Winner)

It is an initiative to overcome the employment challenges faced by homeless youths and ex-convicts, aged 18-30 years old, by providing them with training and employment in the F&B industry.

GEMILANG (1st Runner Up)

This initiative targets secondary school students who may or may not get the opportunity to enter tertiary education, and eventually being consumed by the high demands of the society as they were not equipped with the necessary skill sets and attributes to compete in the working world.

MYEDVISOR (2nd Runner Up)

They aim to tackle the problem of under-employment as a result of skills mismatch. Through a targeted industry vertical (HORECA – Hotels, Restaurants & Cafes), MyEdvisor will be offering soft-landing programmes and job placements.
ASEAN Youth Social Business Summit 2015

The inaugural Youth Social Business Summit is returning for the second time this year and since Malaysia is the Chairmanship of ASEAN, the ASEAN Youth Social Business Summit (AYSBS) 2015 was held on the 4 – 5 December 2015 at Makespace, Quill City Mall, Kuala Lumpur includes the discussion of advocating Social Business agenda at the summit.

Endorsed by ASEAN Foundation, Ministry of Foreign Affairs Malaysia and Ministry of Youth and Sport, the AYSBS themed ‘ASEAN Youths For Sustainable Development’, aims to provide platform for Malaysian youths and youths in the ASEAN region to partake in these conversations alongside social business practitioners, academicians and industry leaders from both the public and private sectors.

The event gathered youth delegates, experts from private sectors, civil society, governments, and academia, for 2 days of panel sessions, workshops, experiential activities and brainstorming action.

Delegates at the ASEAN Youth Social Business Summit 2015 were also be in for a treat, as they had the opportunity to participate in various experiential activities including a fashion show, a human library segment, and an activity organised by Dialogue in the Dark Malaysia.
Social Entrepreneurship Bootcamp

Development of Social Business
& Social Entrepreneurs

The Social Entrepreneurship Bootcamp was held from 13-15 March 2015 at the 1926, Heritage Hotel in Penang.

A public training event, the SE Bootcamp provides an overview of Social Business and Social Enterprise, helping social entrepreneurs strengthen their business proposals and pitch, including facilitating the development of key competencies in an entrepreneur.
33 Youths engaged
15 Business ideas generated
5 myHarapan staff
8 Institutions participants

Corporates and industry mentors involved (3 organisations)

70% DHL employees engaged as facilitators
76% Knowledge increase (initial 17%)

Further supports the effectiveness of the Camp

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