

2020 ANNUAL REPORT



The
Malaysian
SOCIAL
Project



Foreword by the CEO

Dear members of The Malaysian SOCIAL Project community,

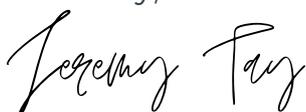
This is SOCIAL's 2nd year running, and this is a great opportunity for us to take a look at how far we've come and how much more we can achieve together for the third sector in Malaysia.

What started out as a pilot with our partners at BCG, the SOCIAL Consult Programme continues to grow even after 24 projects, from donation growth to impact measurement with 15 clients. Our clients include Mercy Malaysia, UNICEF, Teach For Malaysia and many more. Moreover, we've also managed to expand our project teams from 3 teams to 4 teams per cycle, allowing us to work with more clients in a year. Lastly, we realised that apart from students, young working professionals are also keen on working with our third sector clients. Hence, we launched SOCIAL Accelerate - a programme designed for young working adults to solve even more complex problems while being mentored by Kearney consultants.

I am also glad to announce the launch of our new initiative, CASE4IMPACT, which is a socially-focused case competition for students. It aligns with our mission to provide actionable and valuable insights to the third sector and create more socially conscious leaders. We had 90 youths participate in the competition to help our third sector partner, SevenTeaOne, who mentioned that the initiative was impactful. We aim to grow CASE4IMPACT to involve students to work with third sector organisations to solve critical social issues in Malaysia. As we believe that the youths are essential to impact the third sector in Malaysia positively, the team will be developing new initiatives to help shape socially conscious future leaders in Malaysia. Through professional development and awareness, we want to build a generation of problem-solvers to tackle social issues in Malaysia.

With that being said, it has been an exciting journey for SOCIAL. The team, students, mentors, clients, and alumni are the cornerstone of the organisation, and they've made the challenging days worth it. From the bottom of my heart, thank you for stepping up and giving back, enabling us to do what we do.

Sincerely,



*Special thanks to the team behind SOCIAL.
Appreciations to Joshua Wang, and Eunice Lim for your dedication.
Gratitude to BCG, Kearney, Lewis Teh, and Scott Lee for the guidance given.*



**Jeremy Tay, CEO of
The Malaysian SOCIAL Project**

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Join the Team

WHO WE ARE



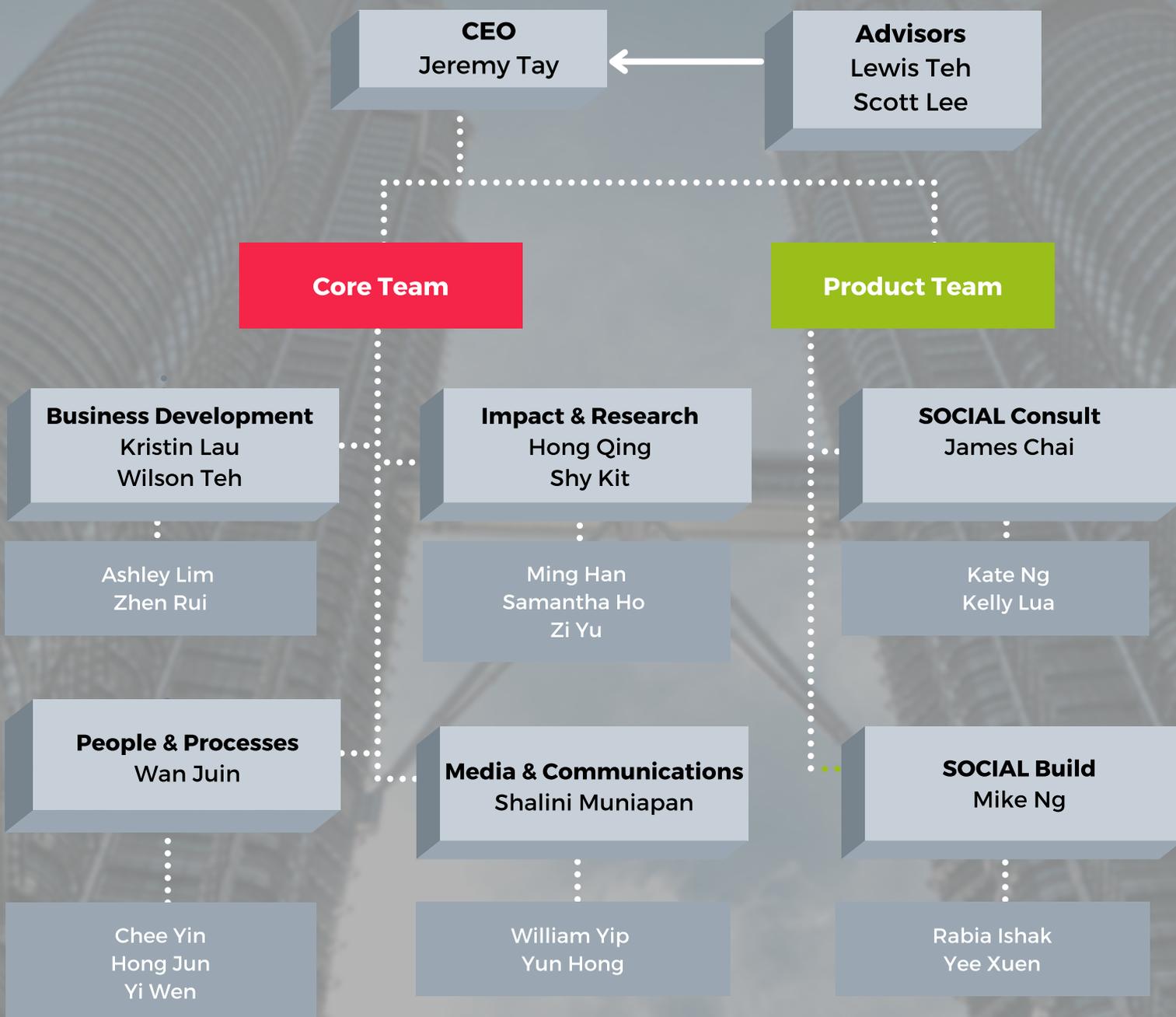
The Malaysian SOCIAL Project is a non-profit organisation that serves as a platform to empower socially-conscious future leaders with relevant business skills and exposure through consulting initiatives.

WHAT WE DO

SOCIAL designed impactful programmes that recruit university students and young professionals in Malaysia, provide them with the necessary training and infrastructure to solve a strategic issue for social impact organization on a voluntary basis. Our solution aims to provide the participants with the opportunity to operate in a realistic business environment working to solve a real business problem for a client, where they will receive valuable guidance from mentors along the way, and that their final work output will hopefully be value-adding to the client. The clients will get bright and passionate minds to take a stab at a strategic business problem, be it exploring new markets, gaining insight into niche stakeholder groups, improving recruitment outreach or more.

MEET THE TEAM

The team behind the impact.



Special acknowledgements for key members previously:

Alvin Ng (Director of Business & Development), Eunice Lim (Chief of Staff), Jonathan Ong (Special Advisor), Joshua Wang (COO), Tan Shi Ying (SOCIAL Build Associate), Wong Shou Geng (Director of Media & Communication)

2019 TO 2020 AT A GLANCE

Albeit the pandemic, 2020 have been a fruitful year for The Malaysia SOCIAL Project.



over **100**

students and young professionals have worked with SOCIAL since 2019



74

universities were connected with us

17

consulting projects was completed since 2019



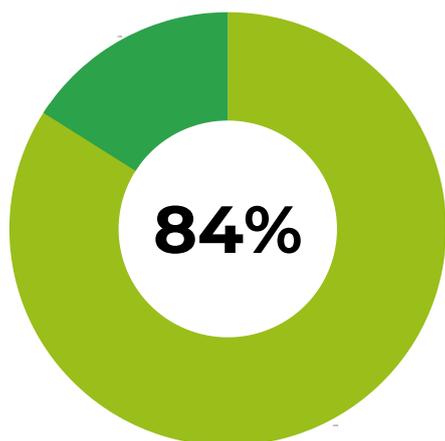
15

social impact organisations has worked with SOCIAL

ASPIRING CHANGE MAKERS

SOCIAL had 86 of outstanding students and young professionals who were selected to be part of SOCIAL's consulting programs.

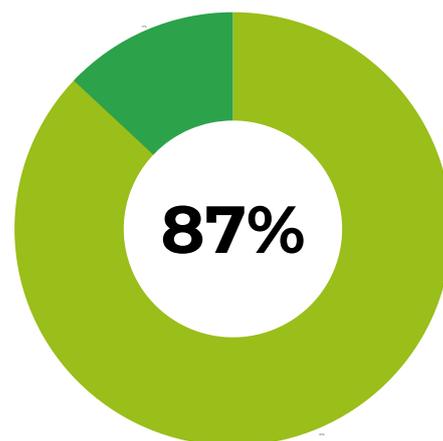
PERSONAL DEVELOPMENT



of participants reported increase **productivity and empathy**

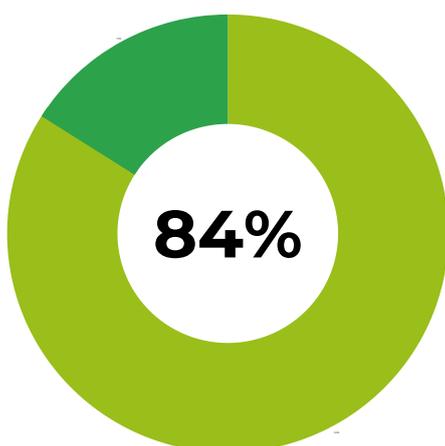


of participants reported a **desire for professional growth**

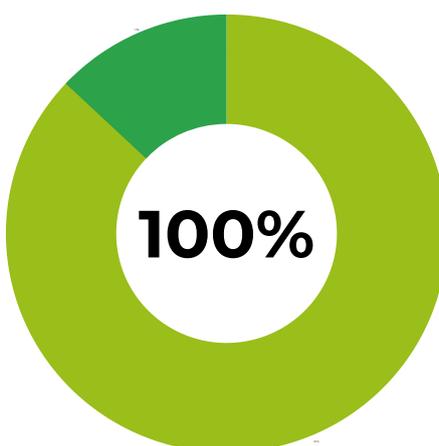


participants reported **increased clarity in future path**

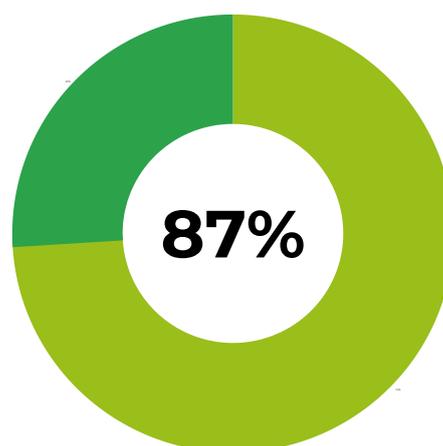
PROFESSIONAL DEVELOPMENT



participants reported **improved decision making and communication skills**



of participants reported **increased understanding of the management consulting industry**



of participants reported **increased understanding of social sector in Malaysia**

survey revealed that SOCIAL has a
+81 Net Promoter Score (NPS)
measurement of overall brand loyalty.

EMPOWERING CLIENTS

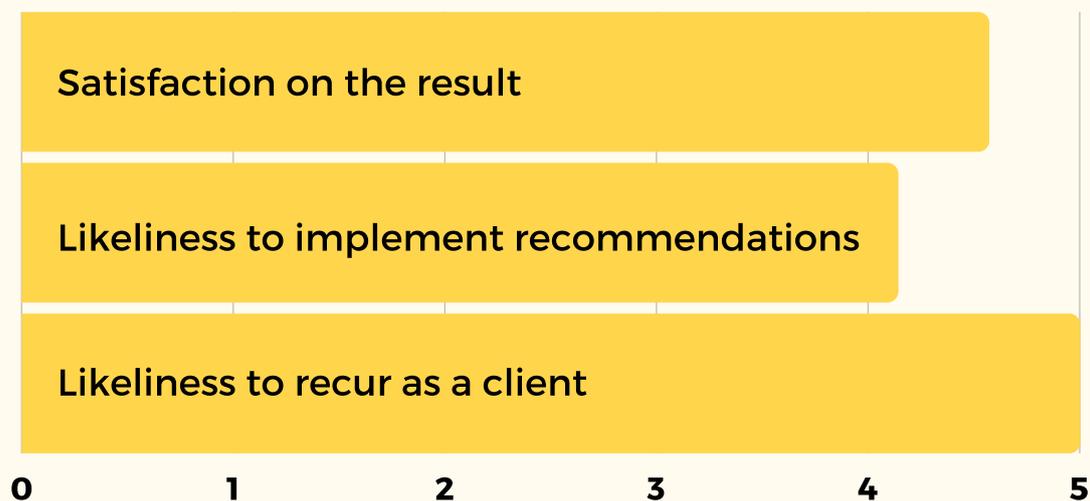
SOCIAL had engaged with a total of 15 clients from various NGOs, NPOs, and social enterprises, and conducted 17 consulting projects.

RM
15,000

Projected resources saved by our clients from working with SOCIAL

survey revealed that SOCIAL has a
+87 Net Promoter Score (NPS)
measurement of overall brand loyalty

WHAT DO THE CLIENTS SAY ABOUT SOCIAL?



71%

said the recommendations made were important

86%

said they will implement most of the solutions delivered

PROJECT HIGHLIGHTS

SOCIAL Consult



EcoKnights®

INSPIRING SUSTAINABLE LIVING

Established in 2005, EcoKnights is a non-governmental environmental organisation with a vision to mainstream sustainable living in Malaysians. They have successfully developed and implemented various programs and activities working with relevant authorities, corporate partners, and volunteers. EcoKnights engaged with SOCIAL to refine their existing volunteer membership model to better manage, engage, and retain volunteers. SOCIAL has identified the advantages and pain points of the existing model and proposed targeted solutions to create a more effective model. Recommendations regarding the website and social media posting also have been discussed to improve volunteer outreach and generate more value propositions for volunteers.

Started off as a small one-off toilet building and house painting project at an Orang Asli village in 2010, EPIC has evolved to a social enterprise that makes collaborative social impact accessible to everyone no matter an individual or a company, now with an ecosystem of companies and platforms that activates a world full of Extraordinary People Impacting Communities. As a flagship initiative that allowed trained volunteers to build homes with and for the Orang Asli, Epic Homes faced challenges in measuring and tracking the immediate and long-term benefits and impact of their work. Therefore, they engaged with SOCIAL to create a playbook from identifying important metrics for data collection to impact measurement.



epic
homes

PROJECT HIGHLIGHTS

SOCIAL Consult

A social enterprise that aims to reduce food wastage by making surplus food accessible to be bought at a bargain price, GrubCycle has successfully placed lost value onto food since 2016. With their mobile application, users can get their favourite food at a lower price, saving money and food wastage with a touch of their fingertip. GrubCycle has engaged with SOCIAL to better identify their target audience besides improving marketing strategy and customer experience. The SOCIAL team has conducted surveys to help achieve these goals and made recommendations to increase awareness of GrubCycle to attract new users and recommendations to retain existing users with improved mobile application user experience.



Global Peace Foundation (GPF) is an international non-profit organisation that has extended to Malaysia in 2010 to address the gaps in our social system through an innovative and value-based approach to embrace diversity and acts as a catalyst for social integration. In line with their community development pillar, GPF conducted the All-lights Village (ALV) Project in 2020. SOCIAL was engaged to help identify the most appropriate approach that GPF can use to assess and report the social impact of the ALV project. Using GPF's existing monitoring and evaluation (M&E) plan as a foundation, the SOCIAL team has developed a comprehensive framework addressing issues that GPF faced in their impact assessment efforts.

PROJECT HIGHLIGHTS

SOCIAL Consult



With a vision to eliminate hunger in Malaysia by rescuing and redistributing food surplus that would otherwise end up in landfills, The Lost Food Project (TLFP) rescues an average of 10 tonnes of good quality, surplus food per week, reducing food waste and feeding the less fortunate. As of May 2020 they have recorded over 1 million kilograms of food rescued which equates to over 4 million meals rescued and over 2 million kilograms of greenhouse gas prevented. TLFP engaged with SOCIAL to improve financial sustainability. The SOCIAL team recommended strategies to target, convert, and retain donors through improved marketing game plan and donor's journey.

The United Nations Children's Fund (UNICEF) in Malaysia is a United Nations agency responsible for providing humanitarian and developmental aid to children in Malaysia. While UNICEF in Malaysia have been actively engaged in a multitude of fundraising strategies, one area of fundraising that they would like to explore further is peer-to-peer (P2P) fundraising, to increase their reach and engage with new and existing supporters. Hence, UNICEF Malaysia has engaged SOCIAL to develop recommendations to improve the performance of its existing P2P fundraising model. The SOCIAL team recommended strategies to nurture P2P culture in Malaysia, educate and incentivise fundraisers such as a comprehensive fundraising pack and non-monetary benefits to guide and motivate fundraisers.



PROJECT HIGHLIGHTS

SOCIAL Consult

Since 1982, the Women's Aid Organization (WAO) have provided free crisis support and shelter for women and children who face abuse. To raise awareness on global issues and develop female youth advocates, WAO has launched two programmes - Girls Takeover Network and Girls For Goals. However, they face issues in participants' outreach and social media engagement for the programmes respectively. Therefore, SOCIAL was engaged to improve outreach efficiency and process as well as marketing strategies recommendations. An information pack was recommended to standardise programme information relayed alongside outreach strategies as well as social media and video content strategies to improve programme effectiveness besides a long-term brand strategy.



HEAR FROM OUR CLIENTS



Farah

"...the student consultants did a really great job! They exceeded our expectations and adapted really well to new changes."

"Thank you for your amazing team of consultants! The students have surpassed our expectations."

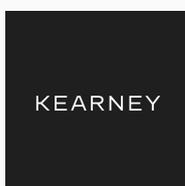


Sheila

PROJECT HIGHLIGHTS

Our new initiatives from 2020

**SOCIAL
ACCELERATE**



SOCIAL Accelerate is a strategic project initiative for fresh graduates or young professionals with less than 5 years of full-time experience who want to create a real impact in the third sector by solving strategic challenges with consulting partner, Kearney.

SOLS 24/7 (Science of Life Studies 24/7), a humanitarian organisation was the first client in this new program. SOLS 24/7 Education is their latest non-profit initiative that was established during the COVID-19 crisis to deliver easily accessible digital education for the youths of B40 communities. As the initiative is at its infancy stage, SOCIAL was engaged to establish a sustainable structure in fundraising and outreach to the B40 community. The SOCIAL team has recommended a sustainable donation funnel, a marketing funnel to increase outreach, as well as enhancements to the SOLS platform to maximise utilisation.

SOCIAL Build is an initiative to provide upskilling workshops for Malaysian youths and maximise their employability in the global market. In collaboration with Nation Building School, a youth empowerment NGO, SOCIAL hosted an interactive and extensive problem solving workshop. The module is designed to teach participants the fundamentals of problem solving and to provide them with guidance on its application through a tried-and-tested problem-solving framework.

**SOCIAL
BUILD**



PROJECT HIGHLIGHTS

Our new initiatives from 2020

CASE4IMPACT

CASE4IMPACT is a socially-driven case competition aimed at solving challenging business problems or social issues faced by impact-driven organisations in Malaysia. The purposes of CASE4IMPACT are to provide a platform for students to solve a challenging and real-life business problem while creating a positive impact and greater awareness for the social sector.

SOCIAL collaborated with SevenTeaOne, a social enterprise that runs Kitchen for Good that upskills, employs and provides a safe, inclusive and non-discriminatory platform for differently-abled and marginalised communities. With the occurrence of the pandemic and the implementation of the Movement Control Order by the government, it has disrupted SevenTeaOne's existing plans to expand, forcing them to pivot into the unknown territories. Therefore, the students are tasked to craft self-sustaining, creative yet practical strategies that can allow them to survive and thrive amidst these times of uncertainty.

97

Participants from over 15
universities

80%

NPS Score on competition
experience

SOCIAL allows us to tap into the unlimited potential of local youths who truly care about making a social impact, identifying our pain points while providing actionable insights that can take our organisation to the next level

**SEVEN
TEA ONE**

Mr Lai
CEO

CONNECT WITH US



The
Malaysian
SOCIAL
Project

If you're a **social impact organization, student or corporate** who's interested in **making a positive change to Malaysia's social sector**, feel free to reach out to us!



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