



GOODKIDS IMPACT REPORT 2018 & 2019

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FOREWORD



All it takes is some hope and faith to bloom greatness. To realise one's full potential, he or she has to be first given the opportunity. The opportunity to learn, correct, practice and show one's capabilities. Many circumstances in a person's life curb these opportunities from reaching the individual, making their potential a long lost dream. But, what if, we can change that? What if we could be the toolbox of opportunities? Imagine the amount of potential we could tap in if we equipped young minds. If you can't, then let us tell you what it is like.

We at GoodKids strongly believe equipping young people with the right tools for them to discover their full potential is the way to build a progressive society. One that recognises the importance of every individual, makes space for each one to grow and contribute to the wellness and sustainability of itself. By letting them learn about their strengths, weaknesses, comfortability and resilience. In a more animated sense, it is like training up superheroes to use their superpowers.

Times are increasingly tough for our young ones, and to be honest, even as guides, we do not know what the future holds for them. We cannot predict the challenges that they would face, the hurdles in their path and boulders weighing them down. What we can do is teach them to learn, to grow, to make sure they know how and where to find their resources, to fight their own battles right.

Together, it is our responsibility as the community to ensure each youth we reach out to gets their deserved safe space, impartial knowledge and principles that would help them become their full potential. It is our duty to prepare them, not just to face their future, but to live and thrive in it. Join hands with us, for each and everyone of you have it within to make this a reality.

With much hope,

Naaraayini



INTRODUCTION

GoodKids is a social enterprise that aims to empower youth by helping them to build self confidence, creativity and encourage self expression using performing arts.

Many urban poor youth in Malaysia grow up in dysfunctional families and a non-conducive environment. They lack of early stimulation and are forced into an education system that focuses on academic achievement and not living skills.

Unable to cope, they develop low self confidence and a mentality of “learned helplessness”. They fall into a continuous route of disengagement and are hungry for acceptance through other means; making them at high risk of falling into social vices.

GoodKids aims to:

- 01 | Develop self confidence and instill creativity that will assist them to explore new areas of learning
- 02 | Allow these youth to develop self respect and build on their own strength
- 03 | Provide a safe platform for these youth to experience alternative learning





1

OUR MISSION

Is to help at-risk youth to build self confidence using performing arts. This will in turn encourage these youth to equip themselves with the necessary skills enabling them to attain financial independence.

2

OUR VISION

Is to ensure our youth has the ability to earn a living, which will keep them away from social vices and uplift the respective communities to a better socio-economic state by increasing their youths' employability.

We believe that every child has the ability to learn, given the right opportunity to them

3

OUR OBJECTIVES

At GoodKids, we are all about creating new opportunities for everyone to learn and strive towards our objectives, which are :

- To provide an alternative learning space for youth that is safe for self expression
- To keep youth away from the streets/social vices
- To encourage youth to learn living skills that will empower them towards self sustainability
- To encourage teamwork and develop leadership capability in youth

In long term, our objectives are to reduce the rate of school drop outs and to increase the rate of students involved in performing arts. We hope with our effort, we can break the vicious cycle of poverty, lack of education and social vices among the urban poor community.

OUR METHODOLOGY

We run team activities that encourages everyone to **understand their role and responsibilities**

We use **positive reinforcement** on exemplary behaviour rather than punishment for undesired behaviour

We encourage students to **make mistakes** which allows them to learn

We use role-playing to **understand social vices** and it's impact on the community

We develop **experiential learning** on social norms and ethics



We use the combination of performing arts and counselling to allow learning to happen dynamically in our classes



Our methodologies help the students to develop critical thinking and decision making capability.



We do not teach, we allow the students to develop their own learning capability once they have discovered their strength.

AT A GLANCE

The average student retention rate over the past two years


85%

194
YOUTH

Impacted in 2018 & 2019 making the total number of youth impacted to date 413

GOODKIDS LEAGUE 2016, 2017, 2018, 2019

More than 89% of the students said they feel more confident after going through the GoodKids program

Dance theatre production

By 30 youth with two days of full house with over 400 audiences.

4 years since establishment and today we stand tall with the impact that we have created. Here is a glance of our impact numbers.


89%

WHEN BELLS MEET BUCKETS

MAJOR ACTIVITIES

We run a 8-months program for youth to help them build self confidence using performing arts



1

TRAIN THE TRAINERS

Held on the 3rd & 4th of February 2018 and 16th & 17th of February 2019 at Brickfields Asia College, PJ. We trained professionals who were musicians, teachers, theatre/performing artists, and psychology students. These trainers were then assigned a centre each to run the GoodKids program.

2

STUDENT INDUCTION AND KICKSTART

Induction program kicked off at all 7 centres in the week of 4th February 2018 and 17th of February 2019 with their respective trainers. Students who signed up were all given an introduction to GoodKids with activities to create their interest in performing arts.

3

WEEKLY TRAINING

The weekly training that consists of 25 classes of recycled percussion, music instrument making, stomping and acting commenced after the induction. Students met the trainers 2 hours a week with the first few weeks focusing on rapport building between the trainers and the students. This was followed by activities that focused on developing performing arts competencies and self confidence.

4

GOODKIDS WORKSHOP

Held on the 15th of April 2018 and at Monash University, Malaysia. We collaborated with Engineers Without Borders (EWB) who assisted the GoodKids students to build their own music instruments from recycled items. The members of CIMB assisted in collecting these recycled items and volunteered on the day. GoodKids students also got professional feedback on their performances that they were developing for the final competition as we brought in performing artists to help each team review and continue developing their performances.



5

LIFE STORIES: DRAMATICALLY TRANSFORMING LIVES

Terah Herman-Saldana from The Theatre Lab, Washington DC conducted the Life Stories Program with our students at Trusted Care, an old folks home. GoodKids also organised the screening of “Life Stories: Dramatically Transforming Lives”, a documentary by The Theatre Lab. Held on the 26th of May to 2nd of June 2018, the event was attended by the performing arts community as well as social workers who work with youths.



6

GOODKIDS LEAGUE 2018

Held on the 4th of August 2018 at Monash University, Malaysia where students trained under GoodKids represented 9 teams and competed, showcasing their self made percussive instruments, drumming, stomping & acting talent. Team Silencer from Sivananda Home, Batu Caves was the winning team. The event was attended by a crowd of over 150 pax.



7

GOODKIDS PERFORMANCE FOR YOUNIFIED 2018

YOUNIFIED is an annual ASEAN-wide community service campaign to commemorate YSEALI's birthday and celebrate the power and potential of YSEALI members. The GoodKids team performed at the event on the 22nd of December 2018 at Publika Mall, where 5 students performed the opening act. The performance was witnessed and appreciated by the US Ambassador, Kamala Shirin Lakhdar.



8

GOODKIDS FEST 2019

Held on the 18th of August 2019 at SMK Seksyen 8, Kota Damansara where 100 over students trained over 6 months represented 8 teams, presenting their stories with bucket drums. The event was held in collaboration with PPR Youth Development Project. The crowd was able to watch the transformational journey of the students and be part of Goodkids's effort of developing a group of confident youth for the future.

9

VISUAL ARTS CLASS WITH RUPA SUBRAMANIAM

Introduced visual arts class with Rupa Subramaniam, a prominent artist in Malaysia for a selected group of students. Classes include drawing and painting to allow the students express themselves using the arts. After 8 months of classes, the art works of the students were then displayed at "Banana Leaf" event held from 13th Oct - 20th Oct 2019 at GMBB Mall, Kuala Lumpur.



10

WHEN BELLS MEET BUCKETS

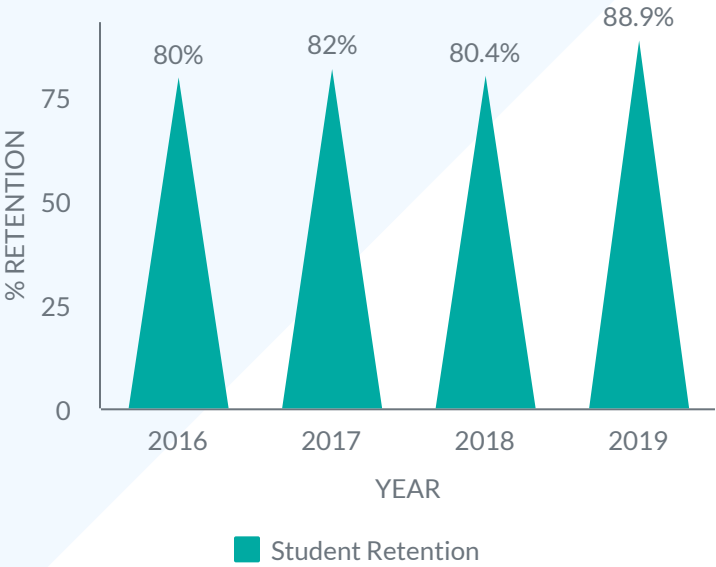
Held on the 6th and 7th of December 2019 at KuAsh Theatre, TTDI. This dance theatre aimed to tell the story of youths who struggled to break out of the urban poor stigma. The story was delivered in the form of Bharatanatyam accompanied by bucket drums and acting. This project brought together GoodKids, whose students played live percussion, to which, LS Creation performed the Indian Classical dance.



OUR IMPACT

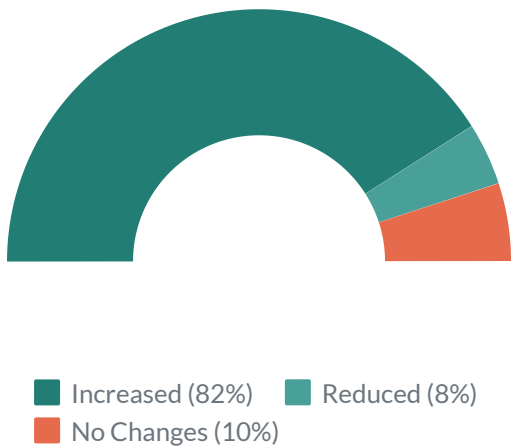


OVERALL STUDENT RETENTION



With our improved teaching methodologies that we continuously revised over the 4 years, we have managed to achieve a higher retention rate in 2019.

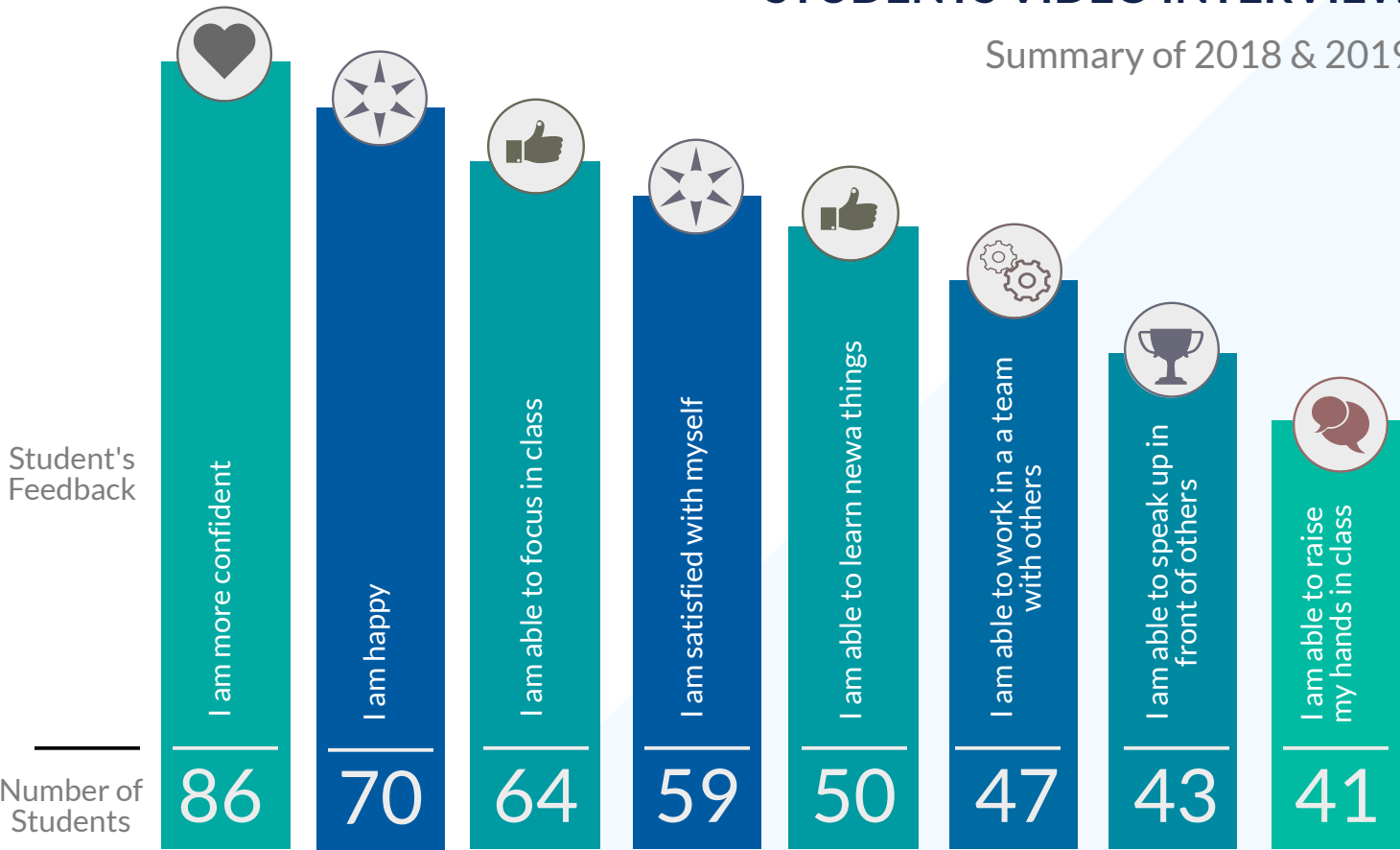
ROSENBERG SELF ESTEEM ASSESSMENT SCORE



We measured the impact of our program which shows that 82% of the students show an increase in self-esteem

STUDENTS VIDEO INTERVIEW

Summary of 2018 & 2019



ABOUT US

Naaraayini

Artist, music teacher, therapist

Naaraa is passionate about creating social impact since the tender age of 10 years old. Throughout her teenage days, she has volunteered in multiple youth engagement programs with shelter homes and NGOs. She is trained in Indian Classical music since the age of 8 and pursued that further to complete her Diploma in Music from MIA. She's also trained in

Naaraa is the key person behind the GoodKids module and the training content. Her ability to easily relate to the youth we work with is her major strength that she brings to the team. Naaraa is the role model that the youth need to keep them on the right track.

Koggelavani

Entrepreneur, Musician, Educator

Kogge is passionate about empowering youth & children using alternative education. An engineer by qualification, she also brings in entrepreneurial skills from her experience working for 2 government agencies that pioneered entrepreneurship in Malaysia.

Kogge's 10 years of experience in music combined with her passion of teaching gives her the upper hand in when it comes to conducting the GoodKids classes. She is able to have the most difficult conversations and resolve conflicts easily making the youth we work it to be able to build a strong rapport with her.

What started off as a volunteer effort by these three co-founders has now blown into a functional social enterprise

Balasubramaniam

Counseling Psychologist

Bala is a social workaholic, or at least that is what we call him. He is a qualified counselling psychologist who has over 30 years of experience of working with youth, marginalized and the special needs communities. His commitment to his passion of bringing equal opportunities to people of various walks of life has brought him to initiate GoodKids and gave it the name it has now.

Bala is the key person enriching the GoodKids module with the counseling and confidence building elements. He provides counseling to the students who are more vulnerable and acts as an advisor for the other GoodKids team members. The experience that he brings to the team is invaluable.



OUR TRAINERS

We have a group of trainers who believe in our work and is equally passionate about creating impact among our youth



Thinakkaaran,
Dharshini,
Ashwina,
Dhana

Kathleen Roshene,
Tilottama Pillai,
Kalaiaarasan



Lim Pui Yee, Theeba
Nicole and
Santy

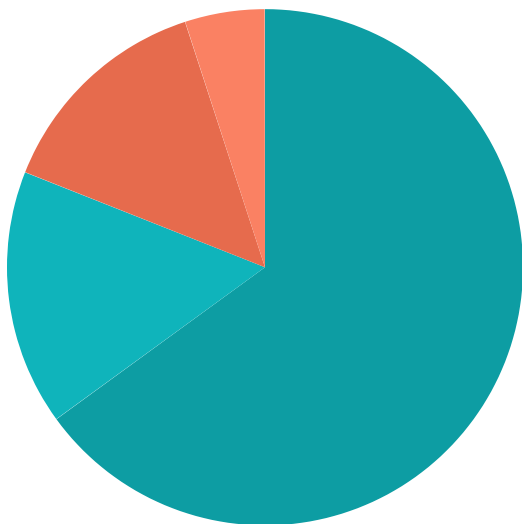
These trainers are our backbone to get our students trained weekly before they showcased their talent at the GoodKids League 2018, GoodKids Fest and When Bells Meet Buckets. They each brought their own strength and knowledge into our program which has been incorporated into our methodologies that we will use in the coming years.

Our trainers and volunteers come from various backgrounds but mainly with a common passion of making a difference in the community

FINANCIAL BREAKDOWN



GoodKids overall fund utilization



■ Program (65%) ■ Administrative (16%)
■ Materials & Tools (14%) ■ Marketing & Promo (5%)

75% of our total operational cost was supported by funds raised from our sponsors. Of this, the biggest chunk goes into the program cost which includes :

- Running the weekly classes for the students - student F&B, materials & trainer fees.
- Insurance & logistics for the students.
- Venue rental, audio & visual systems for events
- Music instrument, performance & art materials

MEDIA HIGHLIGHTS & EVENT LISTING



What they said about When Bells Meet Buckets?

Tally Press - WHEN BELLS MEET BUCKETS - THE UNSEEN YOUTH OF MALAYSIA

Among the difficult truths the show touches on are stories of shame, loss of identity, family feuds, peer pressure, and teen infatuation, showcased in a way you have never seen before: the ankle bells of classical Indian dancing to the beats of bucket drums.

Vulcan Post & MaGIC - THIS M'SIAN SOCIAL ENTERPRISE IS LETTING STUDENTS TELL THEIR LIFE STORIES THROUGH PERFORMANCE

Art, here, is becoming more of a tool for awareness, which is why it is made available and palatable by the layman, hence accessible to all, not just the elite.

ALSO FEATURED ON



29 NOV, 2019

4 DEC, 2019

GOODKIDS WORKSHOP 2018

DATE : 15th APRIL 2018
VENUE : MONASH
UNIVERSITY MALAYSIA

120 students who were 10 weeks into the GoodKids program got to build their own music instruments from recycled items and got their performances reviewed by professional performing artists. This workshop was made possible by collaboration with Monash University's Engineers Without Borders (EWB) and CIMB who helped us gather recycled items. Also, a group of amazing volunteers came together to help us execute this workshop.



LIFE STORIES: DRAMATICALLY TRANSFORMING LIVES

DATE : 26th MAY 2018 -
2nd JUNE 2018

Under the YSEALI programme by the US Embassy, GoodKids had a visiting trainer from the US; Terah Herman-Saldana from The Theatre Lab, Washington DC. She conducted the Life Stories Program with our students at Trusted Care, an old folks home. GoodKids organised the screening of "Life Stories: Dramatically Transforming Lives", a documentary by The Theatre Lab. The event was attended by the performing arts community as well as social workers who work with youths. Highlight of the event was a dialogue session between Terah and members of the audience regarding the importance and impact created by performing arts for the community.



GOODKIDS LEAGUE 2018

DATE : 4th AUGUST 2018
VENUE : MONASH UNIVERSITY
MALAYSIA

Students trained under GoodKids program since February 2018 represented 9 teams and competed for a winning title. They showcased their self made percussive instruments, drumming, stomping & acting talent. Team Silencer from Sivananda Home, Batu Caves emerged as the winning team. The event was attended by a crowd of over 150 pax.



GOODKIDS FEST 2019

DATE : 18th AUGUST 2019
VENUE : SMK SEKSYEN 8, KOTA
DAMANSARA

92 students trained over 7 months represented 8 teams, presenting their stories with bucket drums. The event was held in collaboration with PPR Youth Development Project (PRYDE). The crowd was able to watch the transformational journey of the students and be part of Goodkids's effort of developing a group of confident youth for the future.



WHEN BELLS MEET BUCKETS

DATE : 6th & 7th DECEMBER 2019

VENUE : KUASH THEATRE, TTDI

This dance theatre aimed to tell the story of youths who struggled to break out of the urban poor stigma. The story was delivered in the form of Bharatanatyam accompanied by bucket drums and acting. This project brought together GoodKids, whose students played live percussion, to which, LS Creation performed the Indian Classical dance. All the students were youth from the urban poor community and this was their platform to tell their story. The project consisted of an original storyboard, 5 original choreography and music pieces apart from the background sounds for the play.





OUR SUPPORTERS



We would not have made it this far without our supporters who strongly believe in our cause

FUNDERS & SPONSORS



KrishenJit
Astro Fund

And all those who have followed our work and supported us in many ways. Thank you to all the individual contributors who have made our impact work a part of your personal effort!

THANK

YOU

**TO ALL OUR VOLUNTEERS,
WELL-WISHERS AND
SUPPORTERS**

To the amazing team of volunteers, teachers, parents and guardians of the respective students! We are where we are today because of all of **YOU**. We would like to express our gratitude and appreciation to each and everyone of you who made our events memorable and fun by attending and sponsoring the deserving people to witness the events.

To continue supporting us for the upcoming GoodKids programs, for potential collaboration, and volunteering do contact us at:



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