



2016 IMPACT REPORT

OUR GOAL



GoodKids is a social enterprise that aims to empower youth who are at risk of falling into social vices by building their self confidence 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 :

1. Develop self confidence and instil creativity that will assist them to explore new areas of learning
2. Allow these youth to develop self respect and build on their own strength
3. Provide a safe platform for these youth to experience alternative learning

GoodKids ran pilot batches in 2014 & 2015 to validate our methodology of using performing arts.

OUR WORK



We staged a play called MyStory in June 2014 with 25 students; at MPAJ Auditorium. The play featured challenges that these students face in their daily life using their own scripts.

Attended by 200 members of public and featured in TheStar and TV2 news



We trained 15 students to perform a recycled percussion and body percussion skit at a corporate event organized by MaGIC in Dec 2014

attended by various corporate members at Grand Hyaat Hotel, KL

Recycled percussion was a great method to engage the students and acting allowed them to express themselves. Together it became a powerful tool to allow these students develop their confidence while they discover their own strength. We then combined this performing arts and counselling to further identify underlying psychological issues and teach the students coping mechanism based on their capability. The changes we saw in these two groups of students convinced our team to take this program to the next level in 2016.



2016 HIGHLIGHTS

We trained **70** students from 5 centres

5 centres

1. SMK Taman Tasik, Ampang
2. Sivananda Home, Batu Caves
3. Divine Life Society, KKB
4. Kg Orang Asli, Gombak
5. Methodist Girls School, KL

over a duration of **20** weeks

Weekly 2 hours
training in
performing arts

to compete in **1** final event

GoodKids League 2016

13th August @ PJ Live Arts

The programme overview

We developed a 20-weeks training module that combines performing arts and counselling to train a classroom of maximum 20 students at a time. We conducted this at 5 centres with 70 students

Each session will progressively improve the students ability to perform music & acting besides helping them discover their own strength. Constant positive reinforcement and awareness on social vices is done throughout the 20-weeks. Students also learn teamwork, taking up responsibility, leadership and communicating effectively.

We also incorporated building music instruments using recycled items to encourage creativity in the students.

The programme outcomes

1. Students are able to think rationally and provide their opinion on social and environmental issues that are often discussed during trainings.
2. Students begin to understand that they have their own strength and are confident to explore new areas of study or skills.
3. Students are able to express themselves in front of their peers and teachers.
4. Students demonstrate their ability to deliver tasks and bring their team together to accomplish a performance on stage.
5. Students demonstrate creativity by developing their own music instrument and their skit.

Close to 300 attendees

this is what they said:

"I can't look at a dustbin the same way anymore"

"I came here just to support a good cause. But the students put up a very entertaining show!"

"I can't believe it was my son on stage. Thank you for making a change in my son"

GOODKIDS LEAGUE 2016 HIGHLIGHTS



"I was a very shy person with high anxiety. In class I will never raise my hands. Now, I can perform on stage and speak in front of people only because of GoodKids

Sagun - student of SMK Taman Tasik Ampang

"Sekarang, kami rasa sama-sama hebat dengan orang lain. Lain kali nak naik pentas lagi"

(We now feel we are as talented as the others. We want to perform on stage again)

Nory - Kampung Orang Asli Batu 12, Gombak



"We wanted to quit, but the trainers encouraged us to keep trying. We worked together as a team and decided not to give up. In the end we won. I now feel happy and I know I can achieve anything "

Sritharan - Sivananda Home, Batu Caves



Team MGS Squad



The winning team, Still Thinking



Team Hipster Tasik



Team Aslian Girls



Team No Problem



Team KKB Girls

OUR IMPACT MEASUREMENT

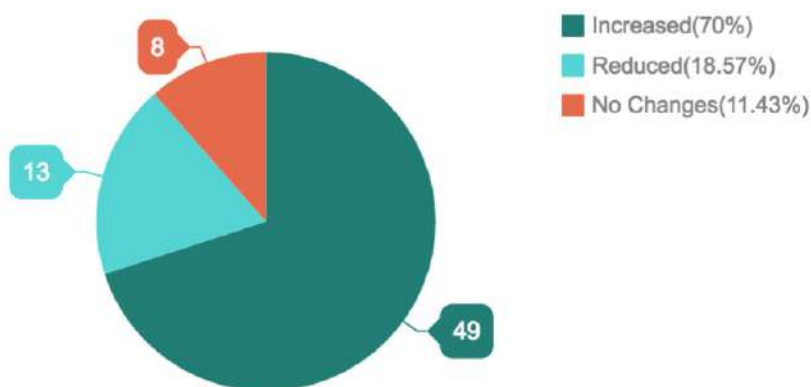
We used the Rosenberg Self Esteem Assessment to measure the students self esteem. This was done at two stages in the program :

- a) 2-weeks into the program
- b) 1-week after the GoodKids League 2016

We compared the score of each student at the above two stages and tabulated the chart.

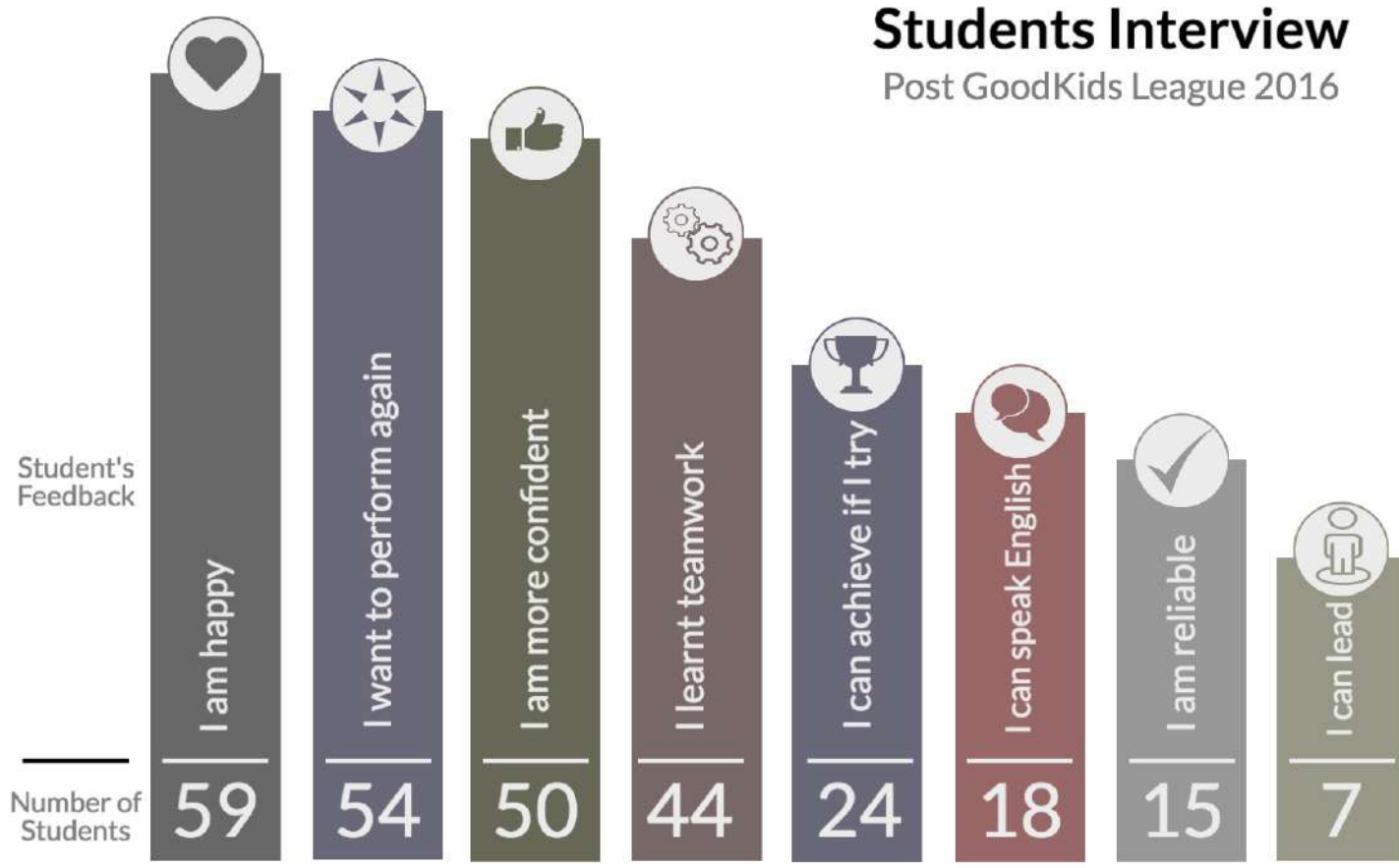
From the chart, we can see that 70% of students have improved their score after completing the GoodKids program.

Self Esteem Score Difference (Pre & Post Program)



STUDENTS' FEEDBACK

We conducted an interview with the students to receive their feedback about the program. Below are the statements that we given by them





Nadarajah Kulanthavelu

Afternoon Supervisor at SMK Taman Tasik Ampang

"It's an excellent program for students who are not performing academically and having disciplinary issues. This programme gives students the freedom to do what they want. There is a lot of flexibility which suits these students needs"

Bah Sami

Orang Asli Community Rep of Kg Batu 12, Gombak

"Program ini memberi peluang kepada budak-budak Asli untuk belajar perkara yang baru. Mereka dapat membuat persembahan setanding dengan budak-budak lain. Harap program ini boleh berterusan"

Manickam Subramaniam

Administrator & Caretaker at Sivananda Home, Batu Caves

"This is a great platform for the boys. Some of the boys were too shy and mostly didn't even know their talent. GoodKids helped them to unleash their talents"

Chandrika

Teacher & Counsellor at Methodist Girls School, KL

"GoodKids is an enrichment & encouraging programme for youth, especially for those with low self confidence. This programme gives them a new hope that they too can achieve. It is a boost for them to perform well academically and also serves as a platform for personal development."

OUR SUPPORTERS

FUNDERS



Mentoring, Network and Funds

GoodKids was selected to be part of the MaGIC Accelerator Program (MAP) under the Social Enterprise Track in 2015. Through this program, the team had access to mentors and networks that has helped them grow to where they are now. GoodKids also received the fund from MaGIC upon meeting the criteria set in the MAP.

Funds and access to students

GoodKids partnered up with EWRF (Education Welfare & Research Foundation) to run their Civil Society Intervention (CSI) Programme which focuses on students who are at high risk of falling into social vices. GoodKids was the service provider who conducted the CSI program for EWRF's Ampang Branch using GoodKids training module.

Funds

ECM Libra Foundation focuses on education related area for the underprivileged students. Their funds were matched with the other funders to support the 20-weeks program and the staging of GoodKids League 2016. The Orang Asli students and the MGS students were fully supported by ECM Libra Foundation.

MEDIA



Also supported by



LOW NGAI YUEN
President, Kakiseni Malaysia

RAZIF HASHIM
Actor, Founder of FTalent

RABBIT MAC
Rapper, Co-Founder of PU4LYF

ADIL ALI
Co-Founder of No Noise Percussion

These four individual supporters acted as mentors and also volunteered to be judges for the GoodKids League 2016

GOODKIDS TEAM



KOGGELAVANI MUNIANDY

She holds a degree in Electronics Engineering with 5 years working experience in Motorola. Her passion is music and photography; hence left her engineering career to pursue these which eventually landed in the startup ecosystem. She had always been passionate about empowering children using alternative education which made her set up GoodKids with both her co-founders. Kogge is the key person behind the operations of GoodKids

NAARAAYINI BALASUBRAMANIAM

She holds a diploma in counselling psychology and a diploma in music and she is a budding artists who is passionate about social impact. She is trained in Indian classical music since the age of 8 and have been involved in multiple volunteer projects with children and youth. Naaraa is the key person behind the GoodKids module and trainings.

BALASUBRAMANIAM SOMASUNDRAM

Known as a social work-aholic, Bala holds a Masters in Rehabilitation Counselling Psychology. He has made an impact in many children and youth from his programs and personal effort for over 30 years. His experience includes being the principle of a school for disabled individuals, running a shelter home, counselling and giving public talks. He is passionate about making a difference among the marginalized community. Bala is the counsellor in this team who contributes to the modules and weekly trainings. He helps to identify underlying psychological issues in the students and helps them deal with it.

and a team of amazing volunteers!



GoodKids

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