



GOODKIDS IMPACT REPORT

2017

PREPARED BY

Koggelavani

www.goodkids.com.my



Naaraayini Balasubramaniam

Co-founder of GoodKids

Singer, musician and music teacher

Building the future

“ STRONG PEOPLE STAND UP FOR THEMSELVES, BUT STRONGER PEOPLE STAND UP FOR OTHERS ”

These are the people who we need in our community now in times of tests of economic development against humanity. We voluntarily fit into a system that walks us on a path that has a space for everyone without realizing that we each come in different shapes, colours and sizes. This path makes us think about our growth, our success and how we climb up the success metrics set in the system. It makes us strong when we make it individually, but it also makes us forget about our stronger selves.

At GoodKids we help our youth to discover this stronger selves that they have within them, even if they have already derailed from the path. Our youth are trapped in a system that was not designed for their generation. They are required to achieve and conform within a set of choices that does not serve their interest. We, as members of this community do not realize that we are leading them towards a future where they do not belong.

What they need is to be heard and to be allowed to think. To be able to rationalize and understand consequences. They do not need to be told to follow rules, but they need to be empowered to make decisions that will suit them the best.

GoodKids fundamentally strives to provide a safe platform for youth, from any background, to learn and realize their strength. We encourage them to capitalize on their strength to further build their confidence. They become rational youth who are able to take responsibility towards themselves and their community. Our work is not only to create a safe space for these young minds, but we are driven towards making this world a better place, through these young people. Thank you for being with us and believing in our youth!

Naaraayini Balasubramaniam

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 :

- 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



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 attain financial independence.

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.

OUR OBJECTIVES

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

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

1. To keep at-risk youth away from the streets/social vices
2. To provide alternative learning experience to everyone
3. To encourage youth to learn skills that will eventually provide them financial independence
4. To encourage teamwork and develop leadership capability in youth

OUR LONG TERM OBJECTIVES

1. To reduce the rate of school drop outs in Malaysia
2. To increase the rate of students involved in performing arts in Malaysian secondary schools
3. To reduce the rate of youths involved in crimes in Malaysia
4. To increase the overall household income of the urban poor community



OUR METHODOLOGY

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

We use role-playing to understand social vices and its impact on the community

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

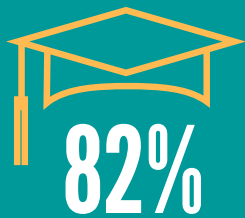
We develop experiential learning on social norms and ethics

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

This year, with the help of our supporters and partners :



Increased student retention rate to 82% this year compared to 70% last year

7
TEAMS

100
YOUTH

We impacted over 100 youth this year which is an increase of 42% compared to 2016

GOODKIDS
2017

Comprising of 3 public schools, 2 shelter homes, an Orang Asli community and a vocational skill learning centre for dropouts

More than 85% of the students said they feel more confident after going through the GoodKids program



85%
More
Confident

Major Activities

We run a 20-weeks program for youth to help them build self confidence using performing arts

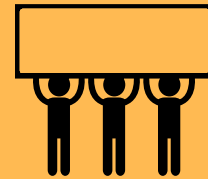


01 Train the Trainers

Held on 18th & 19th February 2017 at Brickfields Asia College, PJ. We trained 8 professionals who were musicians, teachers, theatre/performing artists, and psychology students. These trainers were then assigned a centre each to run the GoodKids program.

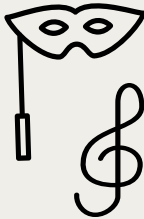
02 Student Induction & Kickstart

Induction program kicked off at all 7 centres in the week of 19th February with their respective trainers. 120 students signed up and they were all given an introduction to GoodKids with activities to create their interest in performing arts.



03 Weekly Training

The weekly training that consists of 20 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 focused on rapport building between the trainers and the students. This was followed by activities that focuses on developing performing arts competencies and self confidence.



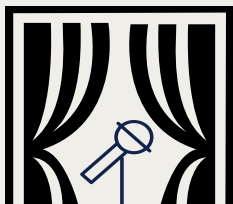
04 GoodKids Workshop

Held on the 6th of May 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.



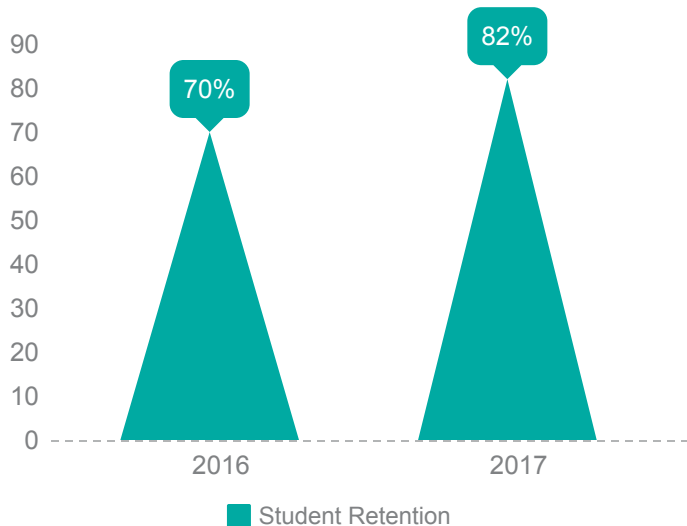
05 GoodKids League 2017

Held on the 12th August 2017 at Monash University, Malaysia where 100 students trained under GoodKids represented 7 teams competed, showcasing their self made percussive instruments, drumming, stomping & acting talent. The winning team, walked away with cash prize of RM1000 and runner up with RM500; both sponsored by Rotaract Club of Pantai Valley. The event was attended by a crowd of over 150 pax.



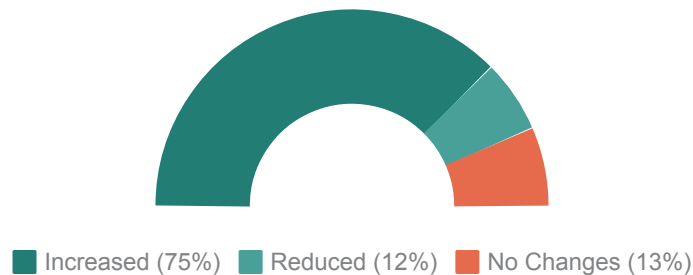
OUR IMPACT

OVERALL STUDENT RETENTION



With our improved teaching methodologies, we have increased our student retention rate from 70% in 2016 to 82% this year.

ROSENBERG SELF ESTEEM ASSESSMENT SCORE

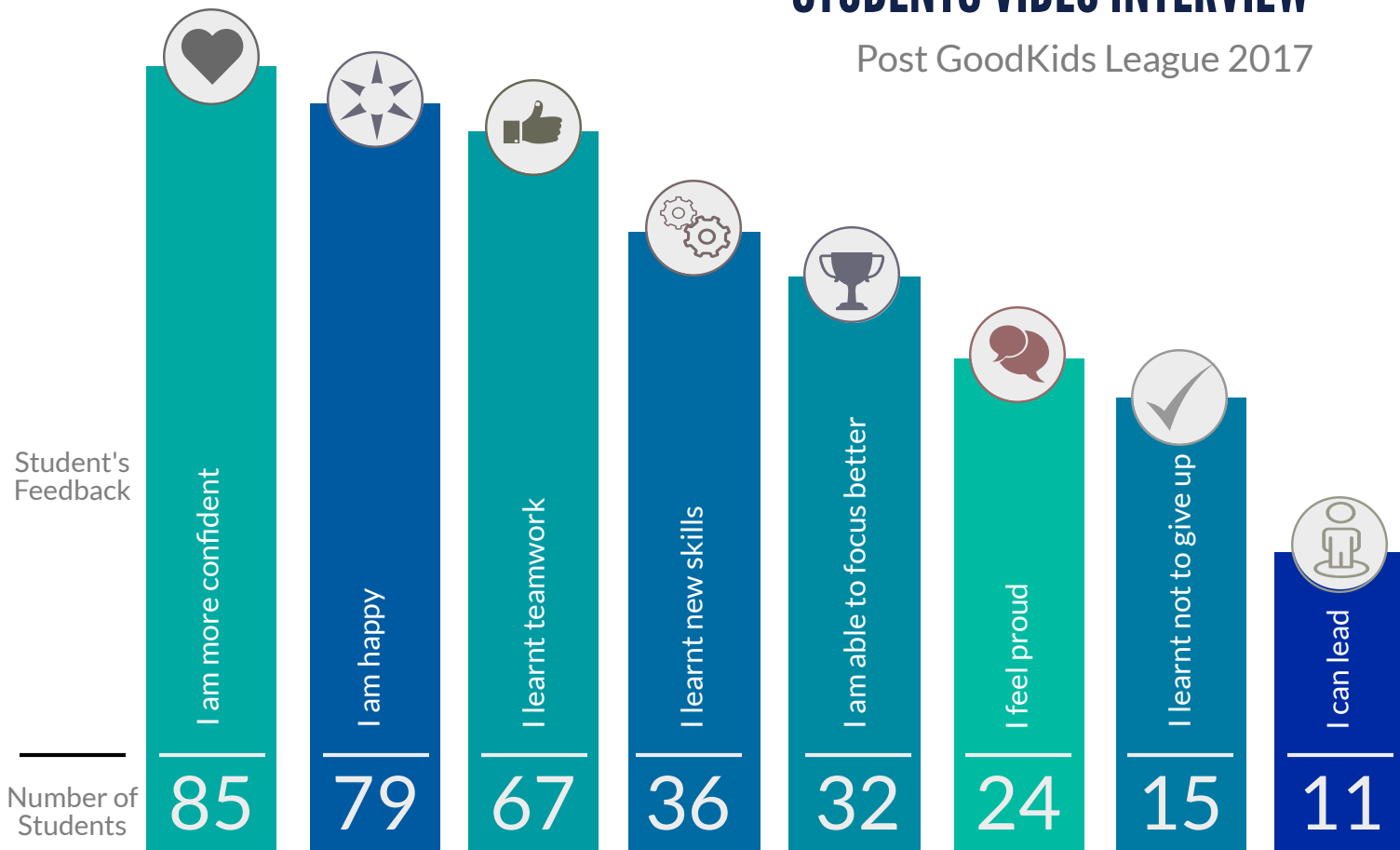


We used the Rosenberg Self Esteem Assessment to measure the students self esteem at the beginning of the program and repeated the assessment after the GoodKids League 2017.

From the chart, we can see that 75% of students have improved their score after completing the GoodKids program.

STUDENTS VIDEO INTERVIEW

Post GoodKids League 2017



ABOUT US



Naaraayini

Singer, Music Teacher

Naaraa is a budding artist who 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 also holds a diploma in counseling psychology and currently pursuing teaching music.

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.

Balasubramaniam

Counselling Psychologist

Bala is a social work-aholic, 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.

Koggelavani

Engineer, Musician,
Entrepreneur

Kogge is passionate about empowering children using alternative education though she had been working as an engineering right after completing her undergraduate studies. She also brings in entrepreneurial skills being able to serve 2 government agencies that pioneered entrepreneurship in Malaysia.

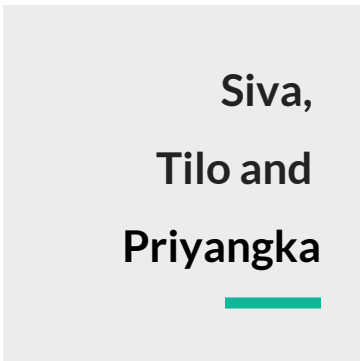
Kogge's 8 years of experience in Indian Classical music combined with her passion of teaching gives her the upper hand in when it comes to conducting the GoodKids classes. She is able to have the most difficult conversations and resolve conflicts easily making the youth we work it to be able to build a strong rapport with her.

OUR TRAINERS

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



Maureen,
Adil and
Theeba



Siva,
Tilo and
Priyangka

Together with Rudendev, Kathleen, Pavitra, and Rajindra

These trainers were our backbone to get our 100 students trained over 20 weeks before they showcased their talent at the GoodKids League 2017. 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.

It's life changing how the scale of the outcomes turned out considering that we only started with a simple idea -
Rubendev

At GoodKids, you learn more than you teach -
Priyangka

I saw the kids change and blossom through the weeks. I will never again underestimate the power of praise and attention -
Tilo

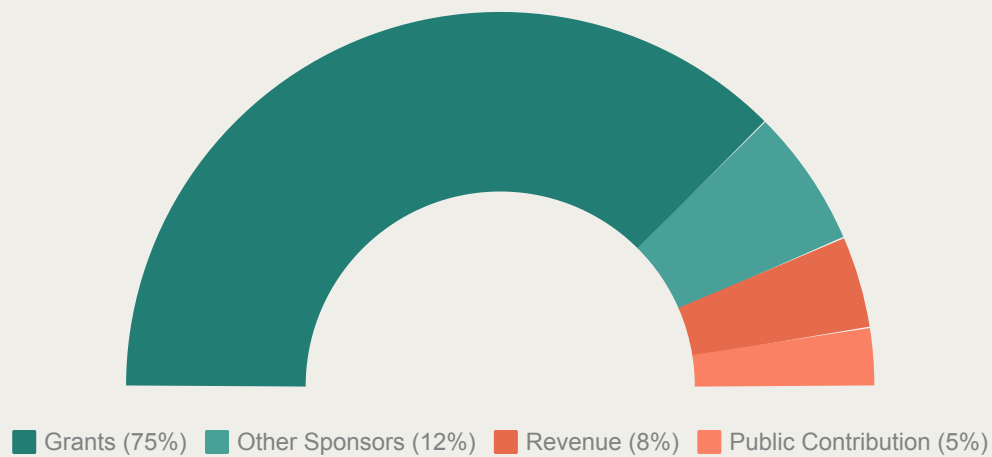
A pioneering new way in giving teenagers practical life skills which they would otherwise not be exposed to -
Maureen

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

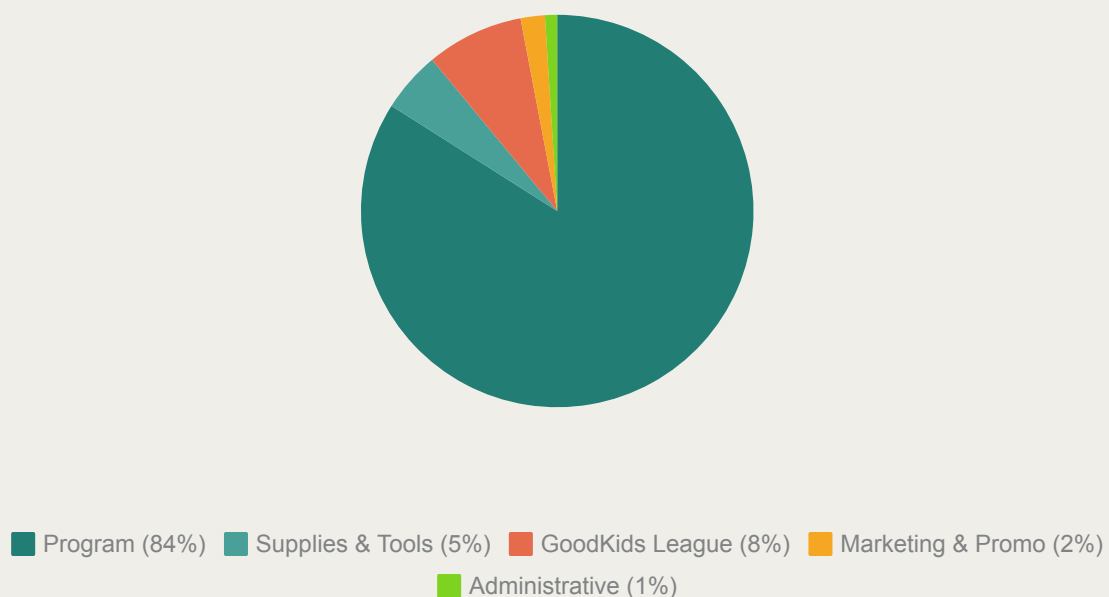


FINANCIAL BREAKDOWN

GOODKIDS 2017 FUND SOURCES



GOODKIDS 2017 FUND UTILIZATION



MEDIA HIGHLIGHTS (2016 -2017)

What they said about GoodKids?

7 AUG, 2016

The Star2 - THIS PERFORMING ARTS PROGRAMME IS CHANGING THE LIVES OF AT-RISK CHILDREN

The idea is not to tell them what to do but give them the ability to think and rationalise a decision.

23 AUG, 2016

Malaysiakini - GOODKIDS LEAGUE - CHILDREN AT THEIR CREATIVE BEST

Goodkids League 2016 provides an avenue for the youth from all backgrounds to show their capability that allows them to believe in themselves.

16 NOV, 2016

cilisos.my - HOW DO TONG SAMPAHS KEEP SCHOOLCHILDREN OUT OF TROUBLE?

Sometimes it takes just one small achievement to change a person's life. For most GoodKids students, being on stage changed their whole outlook on themselves. They never knew they had it in them!

8 MAR, 2017

The Star Metro - MEET THE DO GOODERS

With the GoodKids Academy we will open up classes to the public, not only to youths at risk but any youth because these are soft skills that aren't the focus in schools.

5 AUG, 2017

The Star Metro - CREATING A STAGE FOR THEM TO SHINE

After joining the GoodKids programme, I was taught not to speak ill and to walk away when others hurl bad words at me. This cuts the tension.

ALSO FEATURED ON



GOODKIDS WORKSHOP 2017

DATE : 6th MAY 2017
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 item. Also, a group of amazing volunteers who came together to help us execute this workshop.



GOODKIDS LEAGUE 2017

DATE : 12TH AUG 2017
VENUE : MONASH
UNIVERSITY MALAYSIA

Featured 100 youth, 7 different performances with the winner walking away with cash prize of RM1000 and runner-up with cash prize of RM500 both sponsored by Rotaract Club of Pantai Valley. This event is a collaboration with Monash University's Engineers Without Borders (EWB) who assisted us to secure the venue and provided a group of volunteers who helped to make the event a success.



OUR SUPPORTERS

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

FUNDERS & SPONSORS



PARTNERS & SUPPORTERS



MEDIA



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**. GoodKids has successfully completed our program for 2017 and you have made the GoodKids League 2017 a memorable and fun event by attending and sponsoring the deserving people to witness the event.



To continue supporting us for the upcoming GoodKids 2018, for potential collaboration, and volunteering do contact us -->

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