

FOCUS AREA:
COMMUNITY WELL-BEING



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**Building
 Resilient
 Communities**



Yayasan JCorp recognises the importance of cultivating resilient communities and prioritising community well-being to ensure sustainable development, address social challenges and enhance overall quality of life. Together with our stakeholders, we strive to nurture long-term prosperity, impacting the lives of those in need.

It is also worth noting that some initiatives under our Community pillar are interlinked with the Environmental pillar, as community programmes often encompass environmental stewardship and sustainability efforts, developing a holistic approach to nurturing both people and the planet. In addition to funding various CSR programmes, the Foundation also received donations of over RM0.9 million, which were directed towards various initiatives.



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Our key highlights for the year include:

RM1.4 million spent on welfare, health, disaster relief and projects

10,000 individual lives touched

Worked with **500** volunteers

Our contributions, both in-kind and cash, were channelled to multiple initiatives:

1 Uplifting the Lives of Cancer Patients

Tunku Laksamana Johor Cancer Foundation (TLJCF)

- Laksamana Run **RM70,000**

- Upgrading of Recreational Park of Tunku Laksamana Johor at Hospital Permai **RM123,000**

- Lights of Hope - Charity Dinner **RM50,000**



IMPACT

RM830,000
has been channelled to
TLJCF since 2016

215
cancer patients
assisted

UNSDGs fulfilled:



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Pinktober Run JB 2023

In collaboration with the Johor Bahru City Council, Yayasan JCorp contributed a cash donation to the Pinktober Run JB 2023 organised by Co-Action Event Sdn Bhd. The event’s goal was knowledge sharing and encouraging early detection of breast cancer among all segments of society while promoting a healthy lifestyle. Additionally, the event brought together people from all walks of life, fostering a sense of community and unity.



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IMPACT

RM50,000

channelled to the event

1,300

participants of various ages and ethnicities joined this charity run

RM100,000

has been donated since 2022 for this charity running event

UNSDGs fulfilled:



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Pink October Lunch Talk 2023

The Pink October Lunch Talk is a collaborative programme between KPJ Specialist Hospital Pasir Gudang, the KPJ Southern Region network and Yayasan JCorp. With the objective to promote early detection and encourage breast cancer screening activities among all groups, we played our role by sponsoring prizes for quiz winners in the form of mammogram and ultrasound examinations.



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IMPACT

200

guests participated from various companies and agencies

1,200

total views on Yayasan JCorp's Facebook page

RM2,500

worth of vouchers for mammogram and ultrasound examinations given out to four recipients

UNSDGs fulfilled:



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Our Work with Cerebral Palsy Johor (CPJ)

We have contributed in uplifting cerebral palsy patients by working with CPJ in various initiatives since 2020.

In FY2023, we were part of the following programmes:

Salad Greens Cultivation

Salad greens are cultivated in a programme at the CPJ Association greenhouse by participants affected by cerebral palsy, helping them to improve their motor coordination, strength and resilience. The programme also encourages them to socialise and communicate through healing relationships with the environment and other participants. The crop yield is sold to local communities and the money is channelled back to the CPJ's funds. The Foundation encourages the involvement of the public and corporations to create a caring and inclusive community.



IMPACT

Crops grown earn

RM800-RM1,000

per month since December 2022

14 people

from the association benefits from this activity

UNSDGs fulfilled:



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“A Chinese proverb says, give a man a fish and you feed him for a day. Teach a man how to fish and you feed him for a lifetime. It means that if we want to help someone, don’t give them what they need now. Instead, give them what they need in order to become independent.”

~ Encik Al Asyraf Zulkefli, Group Administrator, Johor Cerebral Palsy Association



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**CPJ Annual Ria Market
Charity Sale**

We supported CPJ's event by deploying Yayasan JCorp volunteers from KPJ International College, Johor Bahru, to help out at the charity sale on top of our sponsorship of sale coupons. The event aimed to cultivate the spirit of volunteering among KPJUC students and help the CPJ community in need of physical support.

IMPACT

10 Yayasan JCorp volunteers helped generate

RM150,000 in sales**RM10,000**

in sponsorship of sale coupons

**Five welfare
organisations**

benefitted from the purchase of sponsored sales coupons

UNSDGs fulfilled:



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Celebrating World Cerebral Palsy Day 2023

Yayasan JCorp contributed RM100,000 to the CPJ at the Gala Dinner Celebration of World Cerebral Palsy Day 2023. The event took place at the Persada Johor International Convention Centre, Johor Bahru, on 11 October. Our donations are used for significant purposes such as:

- **Assisting** children and trainers with cerebral palsy via provision of latest technology
- **Upgrading** rehabilitation facilities such as the hydrotherapy pool for the benefit of cerebral palsy students in improving muscle strength, movement coordination and balance
- **Enhancing** CPJ's special education system by upskilling and reskilling educators and therapists, enabling them to improve their skills and employment opportunities
- **Organising** early intervention programmes to encourage parents of children affected by cerebral palsy to receive early education and suitable therapy from an early age, starting from birth until five years old

IMPACT

RM600,000

contributed since 2020

Eight entrepreneurs

nurtured through the CPJ's Gift Shop project workshop, a new initiative by the Association

100 beneficiaries

from our donations, including students, workshop participants, teachers and supervisors

UNSDGs fulfilled:



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3 Flood Relief Mission

We continue to assist flood victims through our various programmes:

Post-flood Assistance Mission in Johor – Joining Hands with Southern Volunteers

IMPACT

Aided

in post-flood clean-up efforts

1,000

blankets donated to flood victims

RM101,000

allocated for the mission

Post-flood Assistance Mission in Kelantan and Selangor

IMPACT

Aided

employees of the Group and its companies who
were affected by the flood

Contributed

RM500

to each employee

Total of

RM170,000

donated to this mission



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Kempen Sinar Syawal Mangsa Banjir Johor

IMPACT

Cash assistance to **30** households in Kampung Parit Yob, Parit Yaani, Batu Pahat, and **10** households in Kampung Sepakat Baru, Skudai, Johor Bahru

RM200

contributed to each flood victim

Total donation of

RM8,000

for the mission

In total, Yayasan JCorp allocated
RM279,000
to assist individuals and families

UNSDGs fulfilled:



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Free Meal Programme

Funded by Yayasan JCorp and in partnership with UTM Johor, the Free Meal programme aims to address food security concerns among student by providing meals to them. The meals are prepared by students enrolled in the Food Preparation and Nutrition Foundation Programme under the School of Education, Faculty of Social Sciences and Humanities, under the guidance of instructors. This practical experience provides valuable exposure to students involved in the preparation process.

Additionally, the programme also ensures consistent access to nutritious meals for B40 students, educates participants on nutrition and healthy eating habits, and promotes community engagement in social responsibility. By volunteering or contributing to the programme, the broader university community is encouraged to foster a sense of collective care and responsibility.



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IMPACT

1,400

students were recipients of the Free Meal Programme

More than

RM20,000

was allocated for this initiative

100

volunteers

from UTM students were part of this programme

UNSDGs fulfilled:



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Ramadan 2023 Prosperity Donation

The Foundation assisted in efforts to alleviate the burden of the poor, B40 and differently-abled individuals during Ramadan and in preparation for Aidilfitri. Additionally, we also encouraged the community to contribute by participating in activities that we organised through the Sinar Syawal Campaign for the flood victims in Johor.

IMPACT

RM45,000

allocated to assist the poor, B40 group and persons with disabilities

2,070

recipients benefitted

50

volunteers were involved in the activities

UNSDGs fulfilled:



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- **Six bubur lambuk cauldrons** in conjunction with the Johor FM Lambuk Porridge Drive-Thru Programme at the Sultan Iskandar Information and Broadcasting Complex, Johor Bahru
- A total of **120** asnaf students from Muar Science High School (SAMURA), Johor, received a donation of RM100 each as part of the Johor FM Ramadan Tour Programme 2023



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- **RM10,000** was donated to Mutiara Johor Corporation for its Al Quran Khatam & Breaking Fast Ceremony at Dewan Mutiara, Kompleks Mutiara Johor Land, Johor Bahru
- **RM1,000** KFC vouchers donated in conjunction with the Yok Hantar Jajan Raya 3.0 Programme organised by JohorFM
- Yayasan JCorp donated **700** packs of KFC in the Singgah Sahur Programme at the Customs and Immigration Complex (CIQ) Sultan Iskandar Building, Johor Bahru
- Cash assistance to **30** flood victims in Kampung Parit Yob, Parit Yaani, Batu Pahat, through our Sinar Syawal Campaign for Johor Flood Victims
- **250** KFC food packs were distributed by Yayasan JCorp to the orphans in Johor, in conjunction with the Iftar Jamaie Programme by the Johor Islamic Religious Council

