



# ANNUAL REPORT 2021/2022



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# FOREWORD

Throughout the period of this term leading CM, most days I would wake up with a lot of mixed emotions about the progress of the club. In reality, I am not sure how many of us actually talk about both the struggles and victories of the club. The day I was given this position, I told myself I would invest the best of my time and effort in this club. Volunteering has been a very personal journey for me. I have always wanted to give back to the community and at a point, it struck my mind to see growth in that volunteering journey of mine.

That was when I applied for this position and got elected to be one of the two co-execs. I have learned so much holding this position. It was not always a bed of roses but neither was it always a rocky road. As much as people applaud and appreciate me being in this position, there's been loads of sleepless nights and the worst anxieties I have dealt with in this period.

Getting the team to coordinate, making sure everyone contributes, fitting in the timeline and out of everything, I have always prioritised the well-being of every team member physically and mentally. All this might sound easy but trust me it surely wasn't. Switching from virtual to physical was also a challenge for us. Constant communication and accommodation had to be at their peak most times. The commitment of the whole team was deprived along the way. Similarly, getting the motivation up was also a challenge.

Amidst all this, we, the 21/22 CM team, take so much pride in executing nearly all the projects exceptionally well. We proved that we're truly an NGO that cares for the people, animals and the environment; the whole community. Our missions ranged from helping the flood victims, and taking care of exotic animals to planting trees and preserving the ecosystem.

I believe, at the end of the day, I am nothing different than every other leader who wipes the sweat and tears off and feels like a really proud mum when the team reaches its peak. To my best team, thank you for this journey. I have had so many bittersweet moments with all of you. I apologise for every shortcoming of mine. I can't wait to see each and every one of you continue your volunteering journey of yours and grow to greater heights!

To the future team, I wish you guys all the very best. I am definitely here rooting for you all, that's for sure!

CM has always been home to me and will always be!



With love signing off,  
Aruvvi Malar Balakrishnan  
Co-Executive Director of CM 21/22

# INTRODUCTION

Charisma Movement is a youth-led organisation created to encourage student volunteerism by providing a reliable and sustainable framework for community service and leadership projects to be carried out in Malaysia. The organisation was founded with the support of the United Kingdom and Eire Council of Malaysian Students (UKEC) in January 2011. In February 2017, it was rebranded under the sixth generation of this establishment's Executive Committee, as an independent body. Since its founding, Charisma Movement has overseen the execution of over ten education projects run all over Malaysia, including Kuala Lumpur, Kelantan and Sabah.

The Charisma Movement family consists of Malaysian students studying from highly regarded universities, both locally in Malaysia and internationally in the United Kingdom, Ireland, United States of America, Australia and Singapore. Initially, Charisma Movement's projects were focused on education and development, but in recent years, this has expanded to include environmental conservation and health awareness. Our team has also innovated new ways of continuing our annual flagship events despite the challenges faced post-pandemic. This term, the Charisma Movement team has successfully carried out both our education and environmental projects physically.

This organisation does not believe in limiting itself, and in fact, we seek to enrich and empower our fellow Malaysians of all ages by transforming ideas into reality. Through 'Inspire Initiative', we provide a platform for the general public to submit their ideas for local community enrichment projects, while we as an organisation facilitate the planning and execution of the project. Nonetheless, the fight against education-inequality in Malaysia remains a cause close to our hearts as we continue with Project Anak Malaysia (previously known as Project Teringai-Tumunda) from year to year.

Following our vision, Charisma Movement aims to continue flourishing as a self-sustaining non-profit organisation that is committed to combating global issues, one volunteering project at a time.



# OUR TEAM

**Aruvvi Malar A/P Balakrishnan**

Co-Executive Director

**Jaspreet Kaur A/P Balbir Singh**

Co-Executive Director

**Yuki Hirayama**

Secretary

**Amir Adam bin Mohd Jamaludin**

Treasurer

**Sara Yang Cheng**

Asst. Secretary

## Project Teams

**Aizat bin Hazlee**

Educational Project Director

**Abby Chen Jia Huey**

Educational Project Officer

**Melwin Cheng Choon Lei**

Educational Project Officer

**Reena Nadhirah Rusidi**

Environmental Project Director

**Loh Yan Ru**

Environmental Project Officer

**Nur Syasya Aishah binti Saidi Ali**

Environmental Project Officer

**Keisan Artin Vaqari**

Inspire Initiative Director

**Jamie Aik Jie Min**

Gift of Sight Director

# OUR TEAM

## Marketing Team

**Goh Dan Qing**

Marketing Director

**Nur Sorfina binti Mohd Razali**

Marketing Officer

**Thai Qing Qing**

Marketing Officer

**Yii Ziqin**

Marketing Officer

**Elaine Goh Yi Yin**

Media Editor

**Rebecca Anne Chin Hui Wen**

Public Relations Officer

**Isabel Ng Yek En**

Journalist

## Fundraising Team

**Krisada Ooi Shen Yang**

Fundraising Director

**Nur Izzahani binti Hamka**

Fundraising Officer

**Ricci Oly Ting**

Fundraising Officer

## Human Resources Team

**Chean Sweet Chiao**

Human Resources Director

**Samantha Ong Shu Yi**

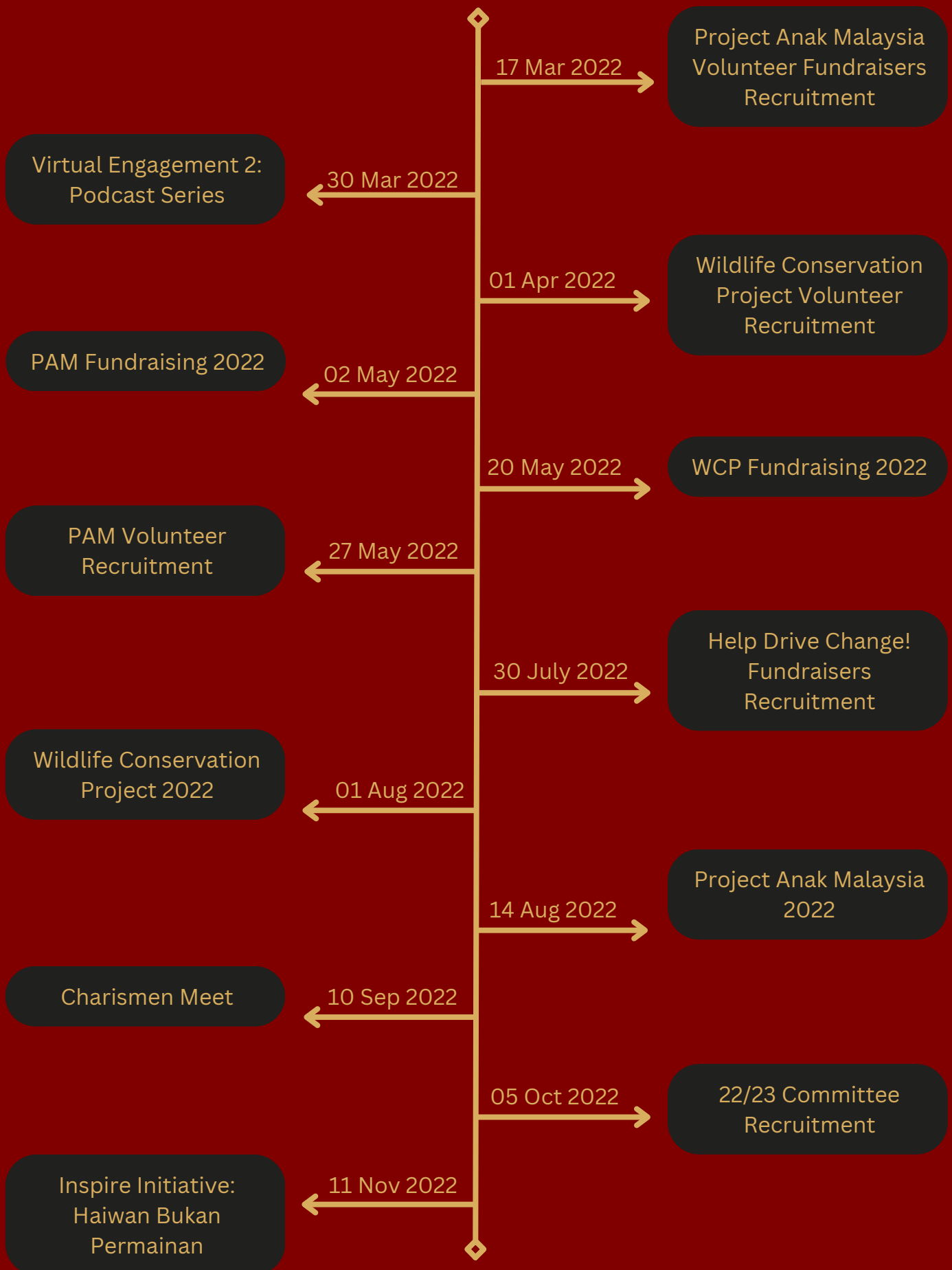
Human Resources Officer

# Highlights of the Year





# Highlights of the Year



4/8/2022 - 21/8/2022

# PROJECT ANAK MALAYSIA

This year, we successfully continued the efforts of our previous volunteers by continuing to work with SK Temuno Teringai Darat and SK Tumunda Salimandut and expanding to SK Samparita. We are delighted to have received positive feedback from the teachers and students over the years. Our main objective in this project is to inspire the students of these schools. We incorporated activities that focused on academic affairs, soft skills, self-discovery and technological literacy aiming to assist the students with exposure and opportunities for them to continue their higher education.

Project Anak Malaysia was carried out for one week, covering various aspects of education with the emphasis being placed on the English Language and Mathematics, as well as the importance of health and hygiene. For this term, we incorporated another mini initiative under Project Anak Malaysia 2022; Project Cikgu Inspiratif in which we equip high-need teachers with basic technological literacy. Each year, we recruit about 30 - 40 highly capable and passionate volunteers who will spend the entire duration of the project teaching and inspiring the student beneficiaries.

**SK Temuno Teringai Darat**  
**SK Tumunda Salimandut**  
**SK Samparita**

**38**  
volunteers on-site





# PROJECT ANAK MALAYSIA PROJECT EXECUTION

## ACADEMIC AFFAIRS

basic grammar,  
comprehension, speaking  
and reading skills.

basic mathematical  
operations, problem-  
solving skills.



1. *Volunteers took over English & Mathematics classes for Year 6 with guidance from school teachers.*
2. *Prior discussions with teachers and evaluations were carried out at the beginning of the project to gauge the needs and performance level of each student.*
3. *Games and outdoor activities were integrated into the lessons.*
4. *Individualised lessons were carried out according to the personal needs of students.*
5. *Small, focused groups were carried out for more effective learning.*





# PROJECT ANAK MALAYSIA PROJECT EXECUTION

## SOFT SKILLS

- Students are able to work together in a group.
- Students are able to clearly communicate in highly stressed situations
- Students can become good team players and good leaders
- Students are able to think critically and come up with creative solutions

Building the tallest tower



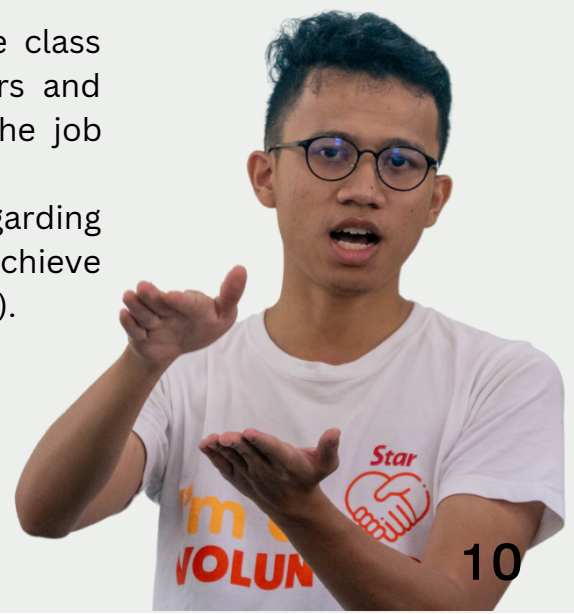
Broken radio



## self-discovery

- Students have an idea of what interests them more.
- Students have an overview of how to achieve greater heights based on their interests/likes.

1. Students wrote down their respective ambitions on paper.
2. Students shared their reason of choice with the class followed by a discussion between the volunteers and students regarding their chosen ambition and the job scope.
3. A sharing session was carried out by volunteers regarding different career options available and steps to achieve their ambition (secondary school, pre-U, university).



# PROJECT ANAK MALAYSIA

## project execution

### digital literacy

- To provide the students with basic skills in technology; Microsoft and Google Suite workspaces.
- To guide teachers to become more tech-savvy, learn to make use of resources online.

### Projek Cikgu Inspiratif



- 5 stations were prepared.
- Each station was taken charge of by 2-3 volunteers.
- Volunteers introduced teachers to different resources online (Canva, Google Slides, Google Document, Google Sheets, Kahoot & Quizizz, video editing applications).

# FUNDRAISING

EARLY MAY – EARLY AUGUST 2022

TOTAL OF 52 FUNDRAISERS

## COHORT 1

### Mus' Nougat

Musfiratul sold fruit snacks as her initiative and successfully fundraised RM719.



### Love Spell Treats

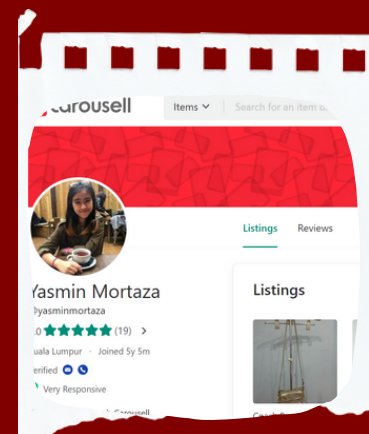
Sara and Nurfarhana sold recipes of various tasty dishes that originated from different countries e.g. Korea, Malaysia, India, Thailand and Italy.

They specially handpicked those dishes to consist of appetisers, main courses, drinks, desserts and biscuits. They charged a minimum of RM15 but welcomed more donations. They successfully raised RM1,111.



### Yasmin's Birthday Pledge

Yasmin sold preloved items on Carousell in addition to pledging her own donations for every RM100 raised. She successfully raised RM758.





# FUNDRAISING

## COHORT 1



## Proofreading & Resume Review 2.0

Hamizah provided assignment proofreading & resume review services for university students applying for jobs/internships to fundraise for this project & successfully raised RM550.

## Run4Samparita

Keisan organised a run consisting of a variety of activities e.g. running, cycling, walking, rollerblading & skateboarding & successfully raised RM655.



## Dalda

Li Ying loves baking desserts & through her initiative, she successfully raised RM700.

## Custom Digital Portraits

Izzudin provided custom digital portraits utilising his Multimedia Technology skills & successfully fundraised RM94.50.



# FUNDRAISING

## COHORT 1

### Walk A Million

Fawwaz successfully raised RM850 through his initiative of selling second-hand items & walking based on how much money is donated.



### Ayza Goes Healthy

Ayza's initiative focuses on walking, running, or cycling 1km for every RM10 fundraised. She successfully fundraised RM730.



### Nasi Tarot Card Readings

Mindy provided tarot reading services as part of her fundraising initiative & successfully fundraised RM1,068 for PAM2022.



### Hanis' Pins

Hanis sold custom-made enamel pin & successfully fundraised RM710.

# FUNDRAISING

## COHORT 1



### Conquering Kinabalu-Run4Children

Xing Le organised a virtual charity run & successfully fundraised RM3,449.

### “The self-care checklist” Poetry Chapbook

Kyrin sold her own chapbook encouraging people to practice self-care & successfully fundraised RM325.



The total amount of money fundraised from Cohort 1 was

# RM11,719



# FUNDRAISING

## COHORT 2

SECOND BATCH OF VOLUNTEERS WERE RECRUITED TOWARDS THE END OF MAY. THEY WERE GIVEN THE LIBERTY TO CHOOSE TO EITHER FUNDRAISE INDIVIDUALLY OR IN GROUPS WITH THE GOAL OF ACHIEVING RM 400 PER VOLUNTEER. SOME VOLUNTEERS ALSO OPTED TO DEPOSIT THE AMOUNT PERSONALLY. THE MONEY FUNDRAISED WAS CHANNELLED TO TWO MAIN AVENUES WHICH ARE STUDENTS' ITEMS AND NECESSITIES AND VOLUNTEERS' ACCOMMODATION (PLACE AND FOOD) THROUGHOUT THE ONE-WEEK PROJECT.

### Team Tumunda - RM 1,250

Malam Cakrawala: A fundraising gig consisting of live performances by invited local bands (Loko, Fugo and Orkes).

### Team Samparita - RM 655

Run4Samparita: A charity run held in collaboration with KL Car-Free Morning (KLCFM)

#### **Ain Husniza**

Offered doodle portraits for RM50 per piece  
Amount fundraised: RM 1,110

#### **Anis Nabila Binti Hairuddin**

Organised a crowdfunding campaign  
Amount fundraised: RM 407

#### **Rani Syhfitri Binti Zulhadi**

Gave tutoring to kids in her hometown  
Amount fundraised: RM 450.

#### **Nurul Asyiqin Binti Mohd Fauzi**

Provided tutoring in the subject mathematics  
Amount fundraised: RM 500

#### **Nia Katarina Binti Abd Razak**

Organised a virtual run: Miles for Smiles  
Amount fundraised: RM 450

The total amount of money fundraised  
from Cohort 2 volunteers was

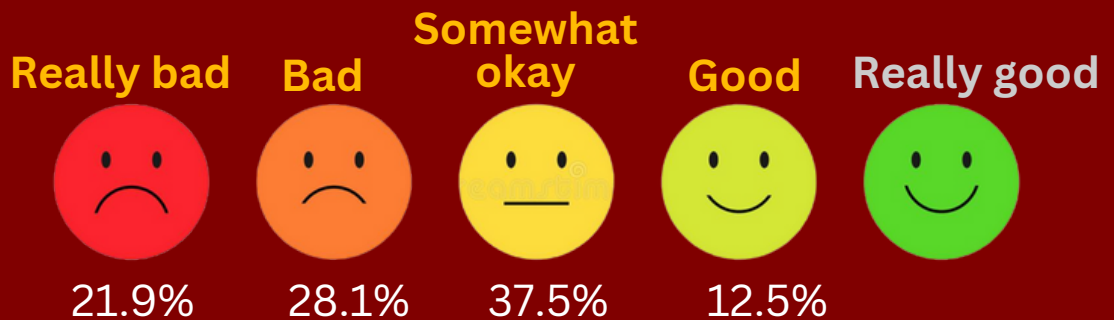
# RM 6,461



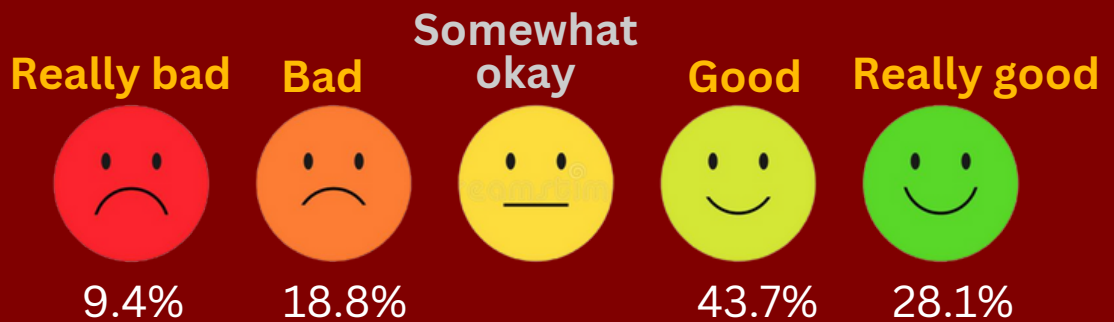
# impact measurement

Perception towards the students' level of proficiency in English  
*before PAM 2022*

## Writing



## Reading



## Speaking



## Listening



# impact measurement

## Perception towards the students' improvement in English

**50%** of teachers **strongly agree** that majority of students can now **read basic English**

**46.9%** **strongly agree** that the majority of students can

- **articulate English words**
- **identify & understand simple words in English**

**37.5%** **agree** that students can **speak English confidently** during & after PAM

## Perception towards the students' level of proficiency in English during & after PAM 2022

Majority of teachers **agree** that students are

**Good**



in writing



in reading & listening

Majority of teachers **agree** that students are

**Somewhat okay**



in speaking

# impact measurement

## Perception towards the students' improvement in Mathematics

56.3% of teachers **agree** that students can

- understand basics in Maths better
- identify basic problems & solutions in topics taught during PAM

50% **agree** that students better understand the syllabus the volunteers focused on

56.3% **somewhat agree** that students can answer simple questions spontaneously

## Perception towards the students' attitudes during & after PAM 2022

Majority of teachers **strongly agree** students

- became more **confident** during & after PAM 2022
- upskilled themselves in **teamwork, leadership & public speaking** through the activities conducted
- gained more insights on **study pathways & career advice** from the sharing sessions
- & understood thoroughly **ways to get to university & their desired careers** from the volunteers

# impact measurement

## Perception towards Project Cikgu Inspiratif

Majority of teachers **strongly agree** that they

- get to learn more about **basic technology** used for teaching & learning
- were **exposed to insights on creative platforms** that help them with the PdP session
- get to **apply the information & knowledge** from Project Cikgu Inspiratif in their teaching & learning sessions

## BENEFICIARIES

Number of standard 6 students

**165**

Number of teachers

**83**

40	SK Temuno Teringai Darat	22
69	SK Tumunda Salimandut	33
56	SK Samparita	28







# wildlife

## conservation project

1st - 6th August 2022 and 8th -13th August 2022

WCP 2022 was executed over the course of two weeks and it was a fruitful period of learning, hands-on fieldwork, community engagement, and new friendships. This year, WCP's focus was on wildlife conservation pertaining to the marine ecosystems and its symbiotic relationship with coastal communities. At the small village of Kampung Nelayan, Perhentian Kecil Island, our Wildlife Explorers have immersed themselves in the field of conservation and experienced first-hand how conservation efforts are carried out, how coastal communities play an important role in marine conservation, and the impact of sustainable tourism to the surrounding environment

We believe that the responsibility of taking care of our planet Earth belongs to everyone regardless of their education or working background. Though it is an experience entirely new to our Wildlife Explorers, they participated in each activity with a fiery passion and eager mindset. From experiencing citizen scientist activities such as sea turtle photo identification and research dives, to implementing environmental education with the local primary school students, they have contributed tremendously to the efforts the marine conservation NGOs are doing in Perhentian Kecil Island.

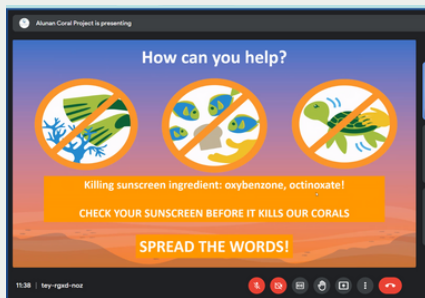
## objectives

1. To instil a sense of stewardship for the environment among Malaysian youth through hands-on conservation work and mini-projects.
2. To embed the experience of the citizen scientist programme in youth with non-environment backgrounds.
3. To inject the sense of the importance of sustainable tourism practices and its direct impact on wildlife and the environment.
4. To engage in acts of community service (i.e. beach clean-ups).
5. To respond to the issue of waste management in Malaysia.

# project execution

## Know-Before-You-Go Pre-departure Training

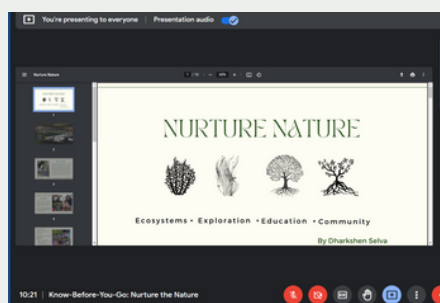
Know-Before-You-Go is a series of four virtual orientation sessions to equip the volunteers with the knowledge that is useful during the physical project execution. The topics were related to the activities carried out throughout the physical execution, and were aimed to provide them insights, new prospects and networking opportunities as well. Guest speakers who were notable experts in their respective fields were invited to speak for these sessions.



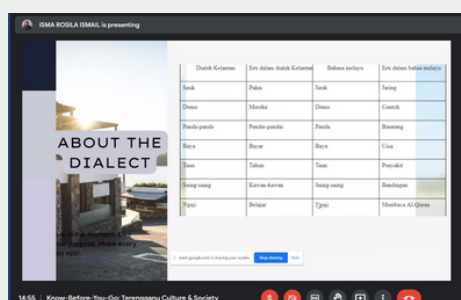
**Coral Conversations, 23rd July 2022**  
**Speaker: Mr. Isyraf Haqim, Project Coordinator of Alunan Coral Project**



**Let's Talk Sea Turtles!, 23rd July 2022**  
**Speaker: Mr. Lokman Amran, Conservation Officer of Sea Turtle Research Unit (SEATRU)**



**Nurture the Nature, 30th July 2022**  
**Speaker: Miss Dharkshen Selva, Journalist and former PMRS Marine Scholar**



**Terengganu: Culture and Society, 30th July 2022**  
**Speaker: Dr. Isma Rusila, Senior Lecturer at Universiti Malaysia Terengganu**



fundraising

# RM4534

20th May - 31st August 2022

## Group 1: Fauna League (individual fundraising)

**Ghazi and Cut:** Selling digital wallpapers

**Jia Wei:** Donation booklet

**See Chin:** Donation booklet

**Reena:** Proofreading services

## Group 2: Cortle Quest (group fundraising)

Selling enamel pins, virtual networking event,  
virtual walk/run, donation booklet

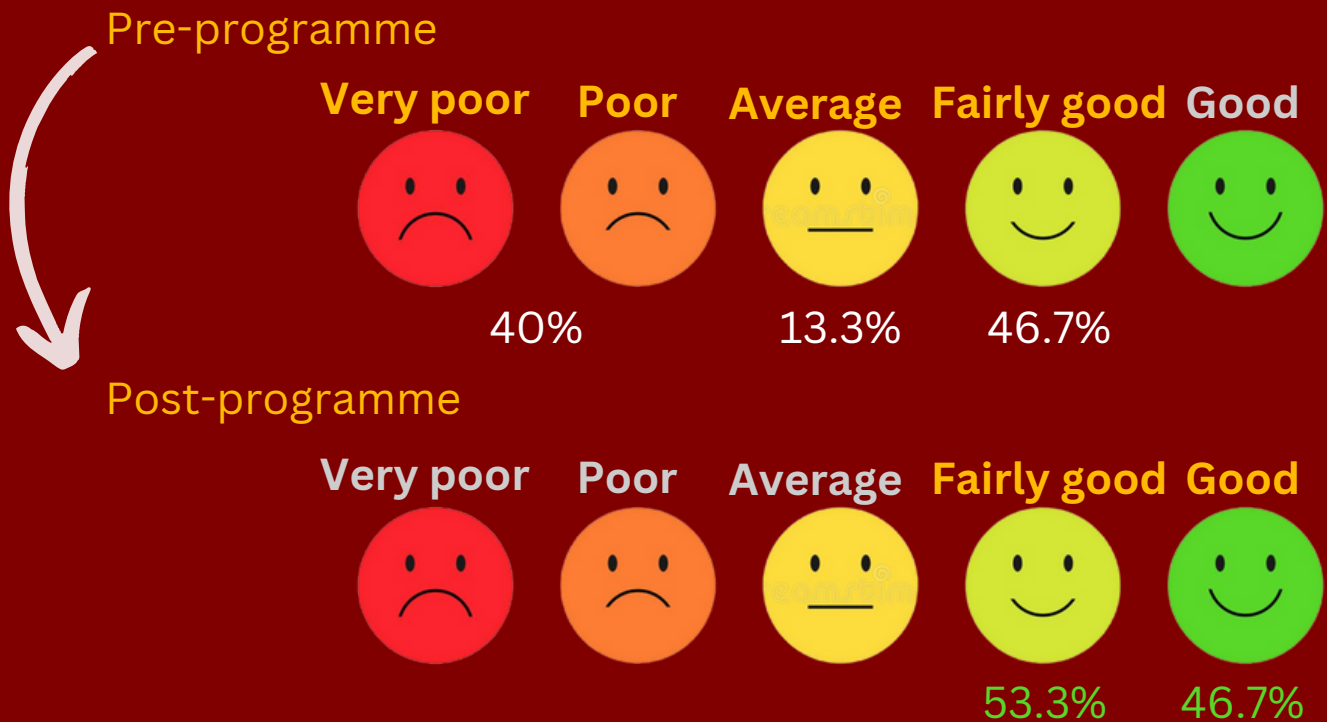
## Group 3: Seafolks (group fundraising)

- Selling enamel pins, t-shirts, tote bags and handmade bucket hats
- Beach cleanup challenge

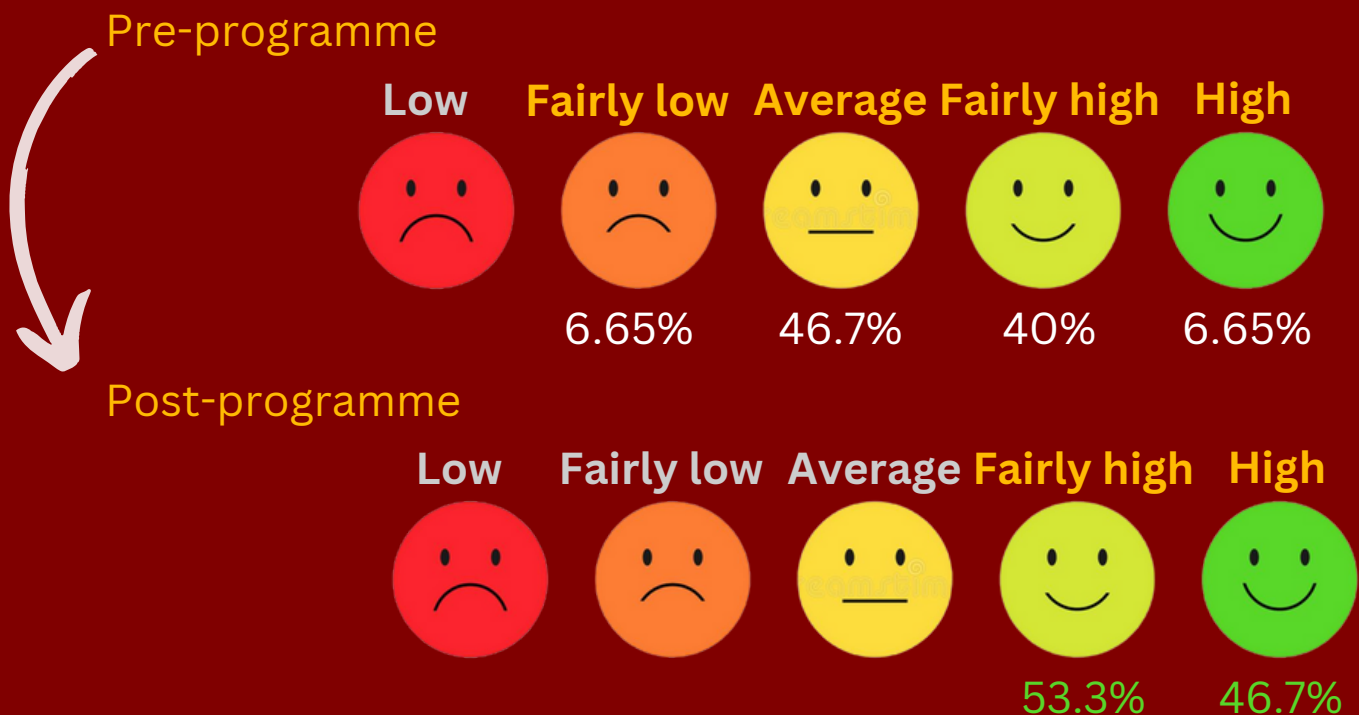


## impact measurement: pre- & post-programme

### Level of knowledge on environmental conservation NGOs and their efforts in Malaysia

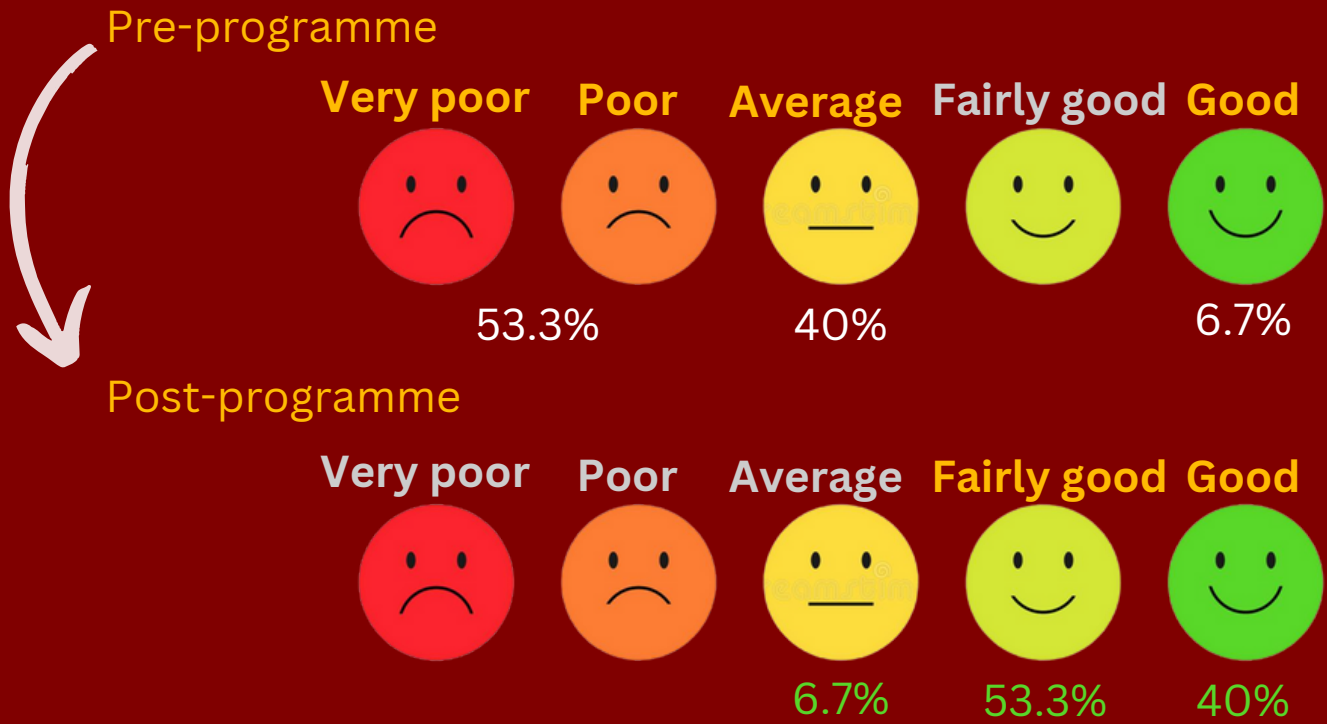


### Level of awareness on the threats faced by the endangered wildlife

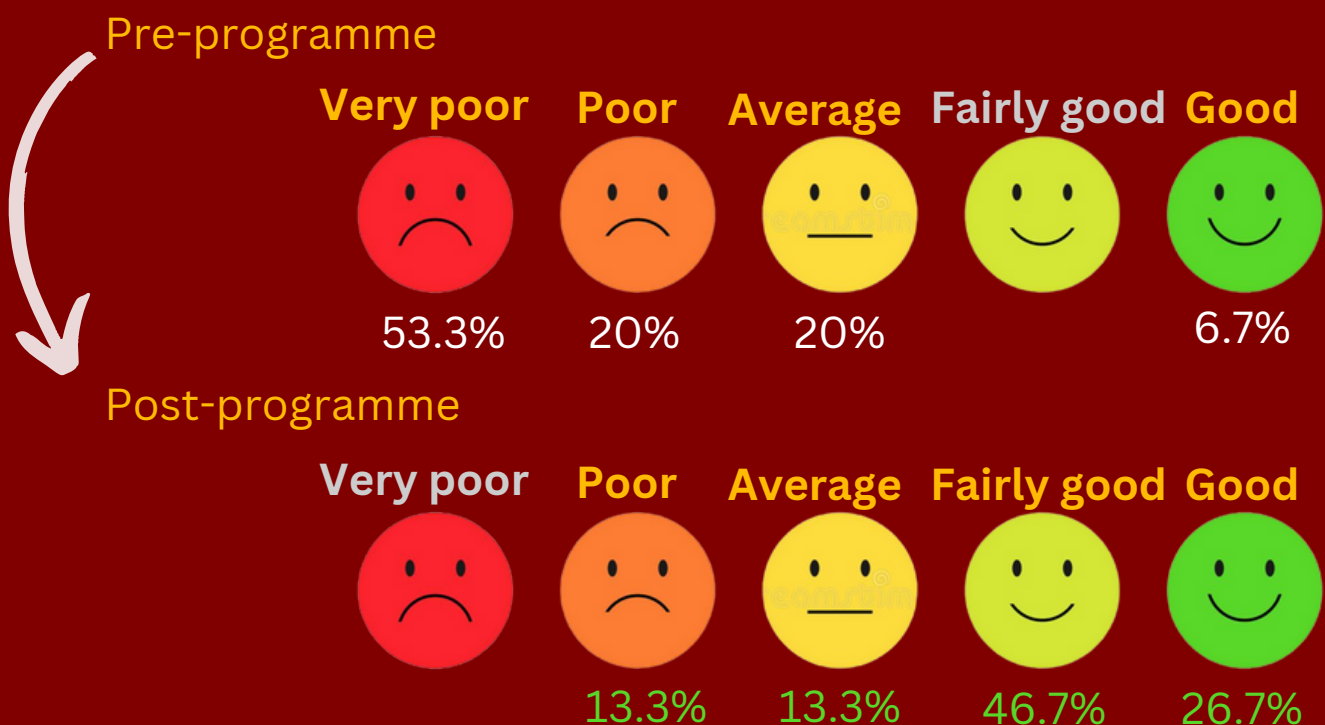


# impact measurement: pre- & post-programme

## Level of knowledge on the life cycle of sea turtles

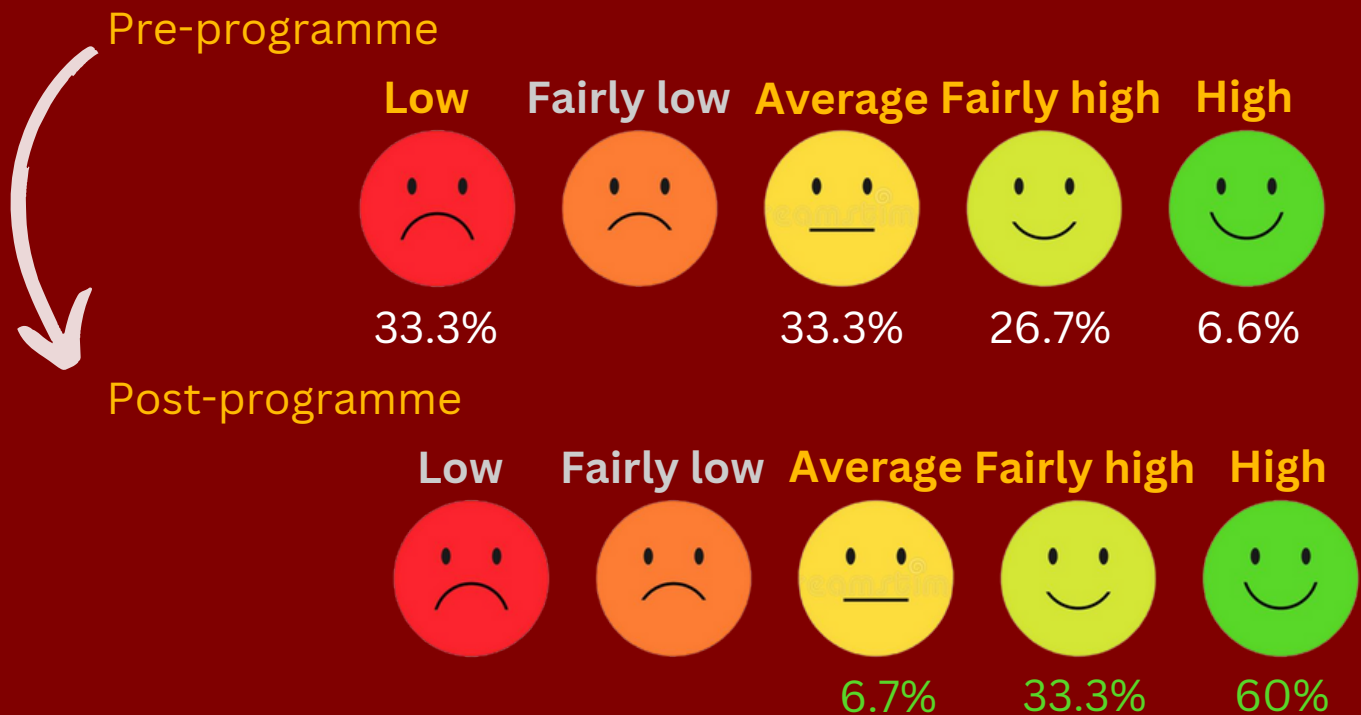


## Level of knowledge on the types of corals



## impact measurement: pre- & post-programme

### Level of awareness on the importance of sustainable tourism & its impact towards wildlife & environment



## impact measurement: during programme

- 3 nesting sea turtles sighted & recorded
- 198 sea turtle eggs relocated
- 30kg trash collected & segregated during beach & underwater cleanup
- 7 corals adopted & planted
- 3 buckets of sea turtle hatchlings released
- 3 research dives & 12 eco-snorkelling points

beneficiaries

Perhentian Turtle Project  
Perhentian Marine Research Station  
Perhentian Eco Education Project  
Alunan Coral Project



# INSPIRE INITIATIVE

14th - 28th November 2022

Exotic pets such as hamsters, hedgehogs, and guinea pigs endure a lot of mistreatment due to the lack of knowledge in proper pet care among Malaysians. Therefore, the main goal of HBP is to educate Malaysians on proper exotic animal pet care.

## Objectives:

1. To raise awareness on proper care for exotic pets among Malaysians.
2. To instil the importance of empathy towards animals.
3. To educate that pets are living beings, each with unique needs and wants that the owner has to respect.
4. To shape the next generation that is more responsible for their commitment.
5. To lessen pet-dumping cases in Malaysia.

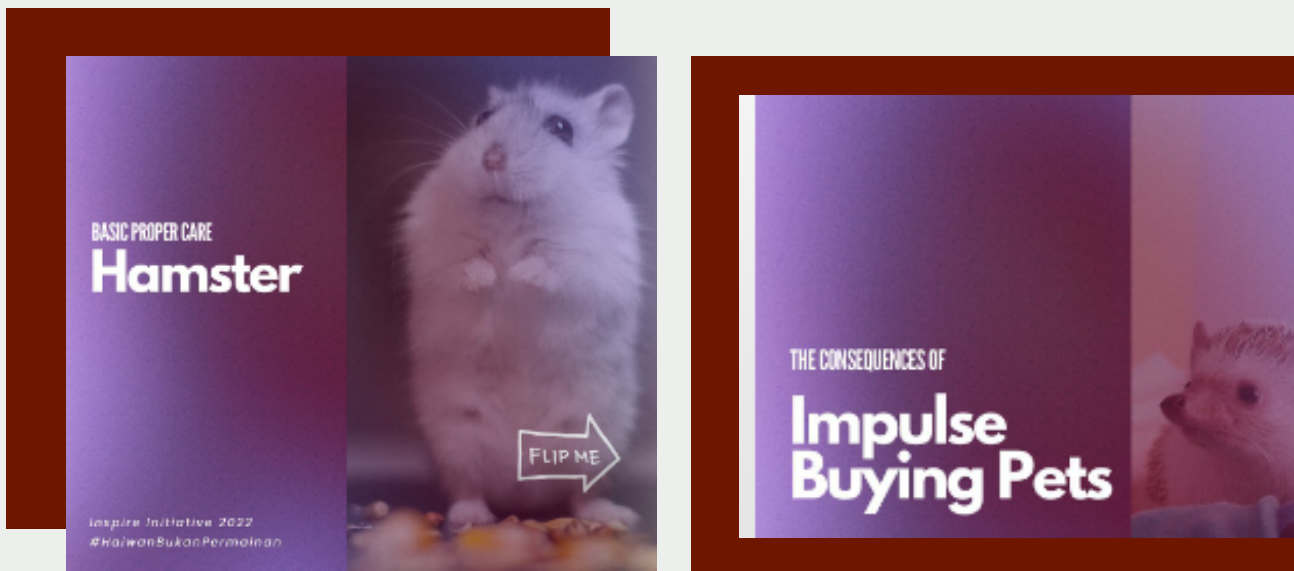


# Project execution

A total of 4 videos and 3 multi-post posters were released via Instagram.

## General description of video layout

- All videos consisted of educational content teaching users on proper guinea pig care and hedgehog care.
- Each video was 2 minutes long.
- Each animal (guinea pig and hedgehog) was allocated 2 videos.
- The two videos consisted of an English and BM version of the same content.



## Multi-post content:

### *Hamsters*

- Type of animal - solitary
- How a proper cage setup should look like
- Good vs bad diet

### *Impulse Buying*

- News articles, pictures on exotic pet abandonment
- Responsibilities as an exotic pet owner

### *"Adopt Don't Shop"*

- Raising awareness of the lack of laws protecting exotic pets
- Highlighting the reality of living conditions of exotic pets among breeders
- Encouraging adopting rather than buying a pet



# IMPACT MEASUREMENT

## Pre-video forms

**82%** of participants were **aware of the term “exotic pets”** before watching the videos

Most participants selected a **3/5** scale for their level of **awareness on responsibilities towards owning an exotic pet** before watching the videos

**68%** of participants would rather **adopt** an exotic pet from a friend/stranger willing to let go of their pet

**32%** would search for exotic pets in **pet shops**

Most participants would consider their pet’s

*diet & cage*

before owning a pet.

Generally, participants scored a **2/4** on their **level of knowledge** regarding proper caging, diet & facts about exotic pets.

## Post-video forms

**38%** of participants had **owned an exotic pet** once in their lifetime

**16%** are **looking** to get one

Participants scored a **3/4** on their **level of knowledge** regarding proper caging, diet, and facts about exotic pets.

# IMPACT MEASUREMENT

## Post-video forms

Some participants provided **constructive feedback** on improving HBP:

- Prepare **one impact measurement form instead of two** to provide convenience for participants
- Include **links to the video** in the impact measurement forms
- Videos were short, concise & straight to the point, but lacked any element to allow participants to **contribute actively**

Some participants shared that they would much prefer **adopting** over buying an exotic pet. Reasons include to:

- Break the cycle of **breeders** + lowering demands
- Encourage others to **follow**

*Beneficiaries:*

**General public**

**Haiwan  
Bukan  
Permainan**

INSPIRE INITIATIVE PROJECT 2022





# FUNDRAISING

Collaborations with Sunway College A-Level Students and TARC Students

20/01/2022 - 16/02/2022

## **Run 4 Children Crowdfunding Project**

*Mode: Virtual run*

Run 4 Children Crowdfunding Project is a fundraising initiative organised by a group of Sunway College A-Levels students. This event aims to raise funds to support Charisma Movement's flagship project, Project Anak Malaysia with the hopes of making education more accessible for underprivileged students. This event managed to attract over 100 participants ranging from students to lecturers. In total, they managed to raise RM3,449 for Project Anak Malaysia.

**RM 3 4 4 9**

4/02/2022 - 21/03/2022

## **Love.Care.Hope, in collaboration with TARC**

*Mode: Online via SimplyGiving*

A group of TARC students studying Diploma in Business Administration volunteered for Charisma Movement as a part of their Civic Consciousness module by forming a collaboration with us. In doing so, they independently raised funds through social media promotion and donations while we promoted their page on our Instagram stories. They managed to raise RM520 in total.

**RM 5 2 0**

**RUN 4  
CHILDREN**



20/01/2022 - 20/02/2022

## Conquering Kinabalu

**RM7694**

This crowdfunding project aimed to attract fundraising volunteers from all over Malaysia to band together and raise funds for Charisma Movement's projects. We managed to attract 23 volunteers who put effort and time into kickstarting each of their own fundraising initiatives. As a result, we managed to raise RM7,694 in total for Charisma Movement's flagship projects.

- **Run 4 Children:** RM3,449

*Lee Han Yang, Chang Kian Yau, Mah Hoew Yang, Liew Jet Fung, Lai Xin Ru, Alison Chung Li-Shan, Lee Xing Le, Ng V-Yang*

- **Art & Stitches:** RM1,075

*Farah Iman Muhd Najib*

- **Empowerment Beyond Boundaries:** RM1,000

*Aruvvi Malar, Aliah Zainuddin*

- **Kawaii Bean Crochet:** RM856

*Goh Jia Ying, Leanne Ooi Xin Ru, Lim Wye Yee*

- **Kris' Kards:** RM554

*Krisada Ooi Shen Yang*

- **Personality Pins:** RM408

*Reena Nadhirah Rusidi, Nur Syasya Aishah binti Saidi Ali, Loh Yan Ru*

- **RISE:** RM367

*Elaine Goh Yi Yin, Isabelle Koh Yue Sze, Rebecca Anne Chin Hui Wen, Sarah Hani binti Jafrei*

- **Artzz:** RM10

*John Lim*

22/08/2022 - 10/09/2022

## Help Drive Change!

**RM274**

Help Drive Change! is Charisma Movement's second crowdfunding campaign of the term following Conquering Kinabalu. I volunteer singlehandedly managed to raise RM274 for Charisma Movement's flagship projects.

# OTHER INITIATIVES

## **“No Holdbacks” - Virtual Health Event**

*27th & 28th November 2021*

This was a virtual event aimed at addressing several medical taboos in Malaysia. Several speakers were invited to speak about topics that are typically seen as “uncomfortable” in hopes of normalising such conversations.

The event spanned across 2 days, focusing on 4 topics: community health, mental health, invisible illnesses, and sexual and female health. We wish to encourage youths to learn how to express their thoughts on health topics, and to take more control over their health. By slowly destigmatising these topics, we hope that people would be more willing to seek help and stop suffering in silence.



## **Flood Victim Donation Drive**

*December 2021*

The flood that happened in 2021 has affected thousands of people and many lost their belongings. Hence, Charisma Movement lent a helping hand by organising this donation drive. Members of Charisma Movement collected and transported these donations such as clothing, hygiene products, blankets, toiletries, medications, dry food and drinks to the flood victims.

## Mini Meet & Greet 14 March 2022

This virtual meet & greet session aimed to break the ice & get to know other youth-led organisations in Malaysia that share the same principles & ideas as Charisma movement. Aiming to improve our current connections with our present partners of Charisma Movement, this event was to also collectively come together to come up with future collaborations for any possible major events & discuss potential partnerships that can be conducted together.



The response towards this session was beyond expectations that highlighted many organisations being interested in getting involved to expand their social platforms. With a great number of participants during the event, engagements between the organisations during the event went well and smoothly.

## Virtual Engagement (VE)

Hosted by the Education Team of CM, the Virtual Engagement (VE) sessions were conducted to discuss the education landscape in East Malaysia as well as volunteerism.

### ***VE1 Webinar: An Insight into the Education System in East Malaysia***

In VE1, we invited 3 esteemed speakers in the field of education, namely Cheryl Ann Fernando, Dr. Aini Marina, and Idayu Mumtaz to discuss the education system in East Malaysia via Zoom. It was a fruitful session that touched on the disparity between urban and rural schools, current initiatives, and potential solutions. Overall, it went quite smoothly even though there were a few changes that had to be made along the way such as invited speakers not responding to our invites.

### ***VE2 Podcast Series***

In the Virtual Engagement 2 podcast series, past committee members and volunteers were invited to share their experiences and views on volunteering as well as how to instil volunteerism in an individual. Overall, the podcast sessions were really fun, engaging and insightful.



## VE2 Podcast Series (cont.)

Date: 30 March 2022

Platform: Zoom Meeting & Spotify

Participant engagement rate: 180 views



PODCAST

### Project Anak Malaysia: What is it really like to volunteer in Sabah?

Charisma Movement

## Mini Project: Root For Trees 5th March 2022

The idea of the project is to connect people with nature. Free Tree Society at Taman Tugu was the perfect location for us to achieve our project goals and the session is provided with Environmental Solution Talks to raise awareness about the importance of water harvesting and composting. In order to achieve one of our project goals, we decided to recruit volunteers from the public to foster friendship among the participants. The recruitment of volunteers was open for 10 days, and we managed to recruit 15 volunteers in total.



## Charismen Meet 10 September 2022



This alumni-exclusive event was a casual & intimate get-together, focusing on reuniting alumni and providing networking opportunities for personal and professional development of attendees. Generally, all attendees enjoyed socialising among themselves but attendee turn-up needs plenty of improvement.

# Social Media Performance



The Marketing Team for the 2021/2022 committee was able to smash through expectations. We managed growth rates that were far beyond what we initially anticipated. While we attained growth in most of our social media accounts, we sadly lost followers on Twitter.

Unlike in the past term, the Marketing Team was given more creative freedom when it came to designing social media posts. This change was made after hearing the comments from the previous team members during the handover period. By removing the confines of a brand guide, we were able to design mindfully - making sure the elements used truly fit the content, not the other way around.

Because 2021/2022 was the reopening of our physical projects, the job scope shifted for the marketing team. There were far more fundraisers, recruitments & promotions than the term prior. As a result, we no longer had the ability to have carefully curated blocks of content. Instead, the posts had to intermingle in an effort to give every project a slot on our social media pages.

# financial statements

KELAB BELIA KARISMA BANDAR SRI DAMANSARA (CHARISMA MOVEMENT)

(Registration No. PPBM KT1464/I4/I9, Youth Societies & Youth Development Act 2007)

## Annual Report by Accounts

	General		Education		Environment		Inspire Initiative (Previously YANA)		Total	
	RM	£	RM	£	RM	£	RM	£	RM	£
Balance as at 21st October 2021	12,733.23	240.20	2,511.07	211.13	308.93	0.00	2,182.50	18.00	17,735.73	469.33
Balance as at 31st October 2022	18,143.36	313.34	16,534.87	0.00	-5,639.27	0.00	-435.60	0.00	28,603.36	313.34

## Balance Sheet as at 31st October 2022

	RM	£
<b><u>Current Assets</u></b>		
Cash	28,288.86	313.34
Inventory	0	0
SimplyGiving	314.5	0
<b>Total Assets</b>	<b>28,603.36</b>	<b>313.34</b>

### **Current Liabilities**

Donation Money for WCP unclaimed (Postage)	133.7	0
<b>Total Liabilities</b>	<b>133.7</b>	<b>0</b>

### **Financed by:**

Shareholders Equity	28,469.66	313.34
<b>Total Liabilities &amp; Equity</b>	<b>28,603.36</b>	<b>313.34</b>

# financial statements

KELAB BELIA KARISMA BANDAR SRI DAMANSARA (CHARISMA MOVEMENT)

(Registration No. PPBM KT1464/I4/I9, Youth Societies & Youth Development Act 2007)

## Cash Flow by Department

	RM	£
<u>1. General</u>		
<b>Balance as at 21st October 2021</b>	<b>12,733.23</b>	<b>240.20</b>
Fundraising Income: Conquering Kinabalu	7,894.00	0.00
Consolidating GBP to General Account (From education)	0.00	211.13
Consolidating GBP to General Account (From YANA)		18.00
Fundraising: Love Care Hope	520.00	
Fundraising: Help Drive Change!	274.00	
Income CM	2,017.40	
YANA 2021 Zoom Subscription - Saria Aida		-62.39
WIX - 2020		-43.20
WIX - 2021		-50.40
Expenditure General Account ( <i>*includes Health Symposium, Charismen Meet, CM Dinner</i> )	-5295.27	
<b>Balance as at 31st October 2022</b>	<b>18,143.36</b>	<b>313.34</b>
<u>2. Education</u>		
<b>Balance as at 21st October 2021</b>	<b>2,511.07</b>	<b>211.13</b>
Consolidating GBP to General Account	0.00	-211.13
Fundraising Cohort 1	11,719.00	
Fundraising Cohort 2	6,341.00	
Fundraising: Deedspride	1,538.00	
Fundraising: Goodfellas	5,000.00	
Expenditure	-10,574.20	
<b>Balance as at 31st October 2022</b>	<b>16,534.87</b>	<b>0.00</b>



# financial statements

## Cash Flow by Department (*cont.*)

	RM	£
<u>3. Environment</u>		
<b>Balance as at 21st October 2021</b>	<b>308.93</b>	<b>0.00</b>
Fundraising	4,534.00	0.00
Alunan Coral Project	-525.00	
Fuze Ecoteer (WCP Accommodation)	-9,930.00	
T-shirt LalaMove	-27.20	
<b>Balance as at 31st October 2022</b>	<b>-5,639.27</b>	<b>0.00</b>

<u>4. Inspire Initiative</u>		
<b>Balance as at 21st October 2021</b>	<b>2,182.50</b>	<b>18.00</b>
Consolidating GBP to General Account		-18.00
Fundraising	700.00	
YANA Care Package (2021 Inspire Initiative)	-3,318.10	
<b>Balance as at 31st October 2022</b>	<b>-435.60</b>	<b>0.00</b>

<b>Total balance as at 21st October 2021</b>	<b>17,735.73</b>
<b>Total balance as at 31st October 2022</b>	<b>28,603.36</b>

# financial statements

KELAB BELIA KARISMA BANDAR SRI DAMANSARA (CHARISMA MOVEMENT)

(Registration No. PPBM KT1464/14/19, Youth Societies & Youth Development Act 2007)

## Cash Flows for Financial Year Ended 31st October 2022

	RM	RM
Opening Balance		17,735.73
<b><u>Receivables</u></b>		
<b><u>General</u></b>		
Fundraising Income: Conquering Kinabalu	7,894.00	
Consolidating GBP to General Account (From education)	0.00	
Consolidating GBP to General Account (From YANA)		
Fundraising: Love Care Hope	520.00	
Fundraising: Help Drive Change!	274.00	
Income CM	2,017.40	
Msc Donations		
<b><u>PAM</u></b>		
Fundraising Cohort 1	11,719.00	
Fundraising Cohort 2	6,341.00	
Fundraising: Deedspride	1,538.00	
Fundraising: Goodfellas	5,000.00	
<b><u>WCP</u></b>		
Fundraising	4,534.00	
<b><u>Inspire Initiative</u></b>		
Fundraising	700.00	
<b>Total receivables</b>		<b>40,537.40</b>
<b>Cash available</b>		<b>58,273.13</b>

# financial statements

## Cash Flows for Financial Year Ended 31st October 2022 (cont.)

	RM	RM
<b>Payments</b>		
Expenditure General Account		5,295.27
PAM Expenditure		10,574.20
Alunan Coral Project		525.00
Fuze Ecoteer (WCP Accommodation)		9,930.00
T-shirt LalaMove		27.20
YANA Care Package (2021 Inspire Initiative)		3,318.10
<b>Total payments</b>		<b>29,669.77</b>
<b>Final balance</b>		<b>28,603.36</b>

<b>Cash Flows for Financial Year Ended 31st October 2022 (GBP)</b>		£
Opening Balance		<b>469.33</b>
<b>Receivables</b>		
-		
<b>Total Receivables</b>		<b>0.00</b>
<b>Cash available</b>		<b>469.33</b>
<b>Payments</b>		
YANA 2021 Zoom Subscription - Saria Aida		62.39
WIX - 2020		43.20
WIX - 2021		50.40
<b>Total payments</b>		<b>155.99</b>
<b>Final balance</b>		<b>313.34</b>

# PAM COLLABORATORS



Skills training

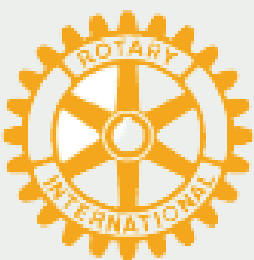


Fundraising partner



Fundraising partner

# PAM SPONSORS



Rotary Club Kota Kinabalu



Goodfellas Social Project



# WCP COLLABORATORS



Universiti Malaysia Terengganu



Sea Turtle Research Unit



ProjekWaste

# HBP COLLABORATOR



Hedgehog Care Malaysia

# WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Aruvvi Malar A/P Balakrishnan**

Co-Executive Director

CM is home to me. I worked with a very beautiful family. I've shared this platform with so many people of different backgrounds but with all their thoughts hoping for the best of this community. What else do I need? Surely a phase that has left a significance in my life!

**Yuki Hirayama**

Secretary

It has been a great honour to be a part of Charisma Movement the past 2 years. I have learned so much from these amazing young souls who are so passionate about what they do. Looking forward to seeing the greater impacts that CM will make in the years to come!



**Sara Yang Cheng**

Assistant Secretary

Joining Charisma Movement is one of the best decisions I've made. CM has given me the opportunity to grow while giving back to society. Through CM, I've met people from various backgrounds but we all share the same goals and intentions, which makes everyone a great team. I look forward to seeing how amazing Charisma Movement is going forward.



**Amir Adam bin Mohd Jamaludin**

Treasurer

My experience with Charisma Movement has been amazing where I got the chance to work with people who are passionate in alleviating education inequality. The bond that I have made with committee members has been one that I can say will last for life. Albeit not being directly involved with the on the ground volunteering, I felt that I have played a part in the various projects embarked through my collaboration with other committee members. As treasurer, I was responsible for ensuring the allocation for each project is utilised efficiently and to work with the fundraisers in thinking of new ways to raise funds. Deciding to be part of the committee is a decision that I'm glad I made.



# WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Aizat bin Hazlee**

Educational Project Director

Charisma Movement provides me the platform to stand on the side of the solution rather than standing on the side of the problem. It has given me many opportunities to grow and expand my horizon. The journey has helped me to pay it forward and have the conviction to always give back to the community while working in the best team I could ever wish for.

**Abby Chen Jia Huey**

Educational Project Officer

Joining Charisma Movement has given me an opportunity to contribute to society in a much more meaningful manner. Working with like-minded people, from planning to executing the entire project has allowed me to learn so much and I'm really grateful to have been a part of this amazing team.



**Melwin Cheng Choon Lei**

Educational Project Officer

Becoming a part of Charisma Movement has allowed me to grasp the true reality of education inequity. This has allowed me to contribute towards that cause alongside equally motivated people. I hope these small steps will one day help build a better Malaysia where every child has fair access to education.

**Reena Nadhirah Rusidi**

Environmental Project Director

My year with Charisma Movement has been a wholesome journey of learning, networking, and many new beautiful friendships. I was given the opportunity to dive deeper into my passion for volunteering and simultaneously amplify environmental conservation efforts with my hardworking team in the environment department. Thank you to everyone at CM and I hope CM will continue to flourish as an entity that continues to do more good for society, the youth, and the environment!



## WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Loh Yan Ru**

Environmental Project Officer

Charisma movement is a great platform to meet like-minded people and to realise your project ideas with the support of your fellow members. Joining the environmental department has opened my eyes to marine conservation in Malaysia. The spirit of volunteering will not stop here!

**Nur Syasya Aishah binti Saidi Ali**

Environmental Project Officer

Being a part of this amazing initiative that focused on environmental awareness and education equality does not only broaden my horizon on these related issues, but it also has given me the opportunity to meet the most amazing and passionate people. I'm eternally grateful for the beautiful experience and wishing only the best for the future team.



**Jamie Aik Jie Min**

Gift of Sight Director

Through my journey in Charisma Movement, I received endless support from within the committee itself which brought me a new vision of how an organisation is run. I appreciate all the support and effort put in from everyone in Charisma Movement and sincerely hope for the best for all!



**Keisan Artin Vaqari**

Inspire Initiative Director

Through the ups and downs, I am blessed to have such kind and caring people around me who only want the best for me. I'll admit, it was not easy at the beginning, and what made it less difficult was the positively-filled environment from all the members. I'll forever treasure the relationships created and lessons learnt during my time in Charisma Movement.





## WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Goh Dan Qing**

Marketing Director

Being a part of Charisma Movement has been a journey. There were challenges I faced that taught me lessons I will never forget. I am so grateful to be part of this amazing family.

**Thai Qing Qing**

Marketing Officer

Joining Charisma Movement was one of the best decisions I made during my gap year. Thanks to the team's support and diverse background, I was able to learn new skills and develop personally. It made me hopeful that I can continue to actively contribute to the volunteering community!



**Yii Ziqin**

Marketing Officer

Being a Marketing Officer in Charisma Movement was an enjoyable experience for me. CM provided a great platform for me to learn new skills and develop myself. Moreover, it was always motivating to be part of the organization which was surrounded by amiable and encouraging peers!



**Elaine Goh Yi Yin**

Media Editor

Joining Charisma Movement has been a wonderful experience. Being able to do what I enjoy (editing visuals) whilst contributing to bigger causes has made the job I do very fulfilling and I am grateful for the experience I've gained.



## WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Rebecca Anne Chin Hui Wen**

Public Relations Officer

Being part of Charisma Movement has taught me to go out and beyond my comfort zone where sharing ideas and my voice matters. Journeying with the team has been amazing and impactful where I got to meet many who share the same ideas and goals!

**Isabel Ng Yek En**

Journalist

I'm thankful for this opportunity to join CM and navigate this new role alongside other amazing committee members. Taking on this role has allowed me to meet and speak with people I'd otherwise never have had the chance to. This has been an invaluable experience and I wish future CM members all the best moving forward.



**Krisada Ooi Shen Yang**

Fundraising Director

I have gained new skills and experiences in managing teams of fundraising officers and volunteers, and in organising crowdfunding efforts alongside the Project Departments. It is truly a blessing to be given the opportunity to serve the community be it through organising online crowdfunding campaigns or volunteering on-site at SK Samparita, Sabah.



**Ricci Oly Ting**

Fundraising Officer

It has truly been an honour to be a part of such a wonderful platform like Charisma Movement. Not only did I gain new skills and experiences, it also provided me the opportunity to serve the Malaysian community no matter where I am. I look forward to seeing what the future holds for Charisma Movement.



# WORDS FROM CHARISMA MOVEMENT COMMITTEE



**Chean Sweet Chiao**

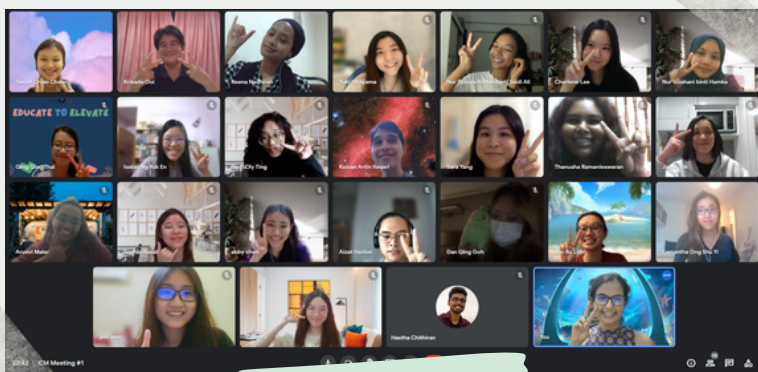
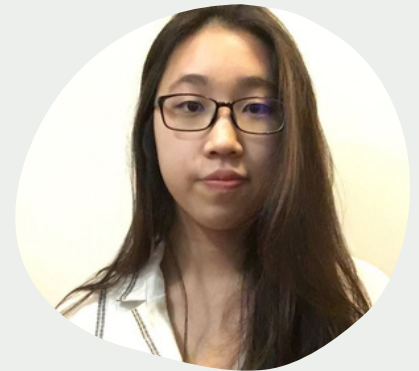
Human Resources Director

My role in CM allowed me to deeply appreciate the organisation's history & roots; I am honoured to have been part of it. Each term's committee is as welcoming as the next & I am glad that I got to explore various skills. Hope to continue being connected to CM as an alumni - always a Charisman!

**Samantha Ong Shu Yi**

Human Resources Officer

I'm very grateful for my experience at a great organisation like Charisma Movement as I have been able to grow and gain new skills, as well as engage with members within the committee and outside as well. I am excited to follow Charisma Movement's future endeavours and wish future committee members the best of luck!



1st meeting!

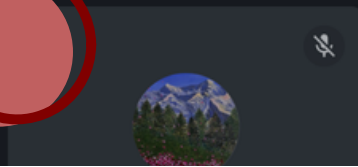
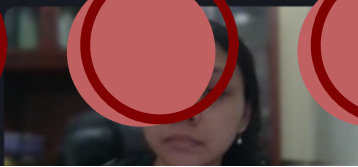
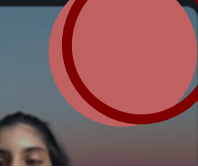
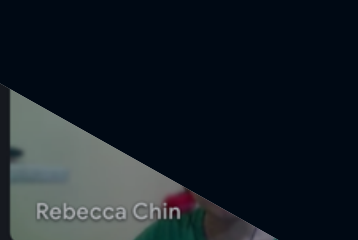
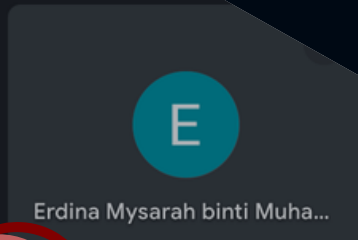
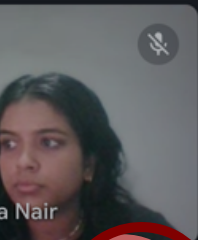
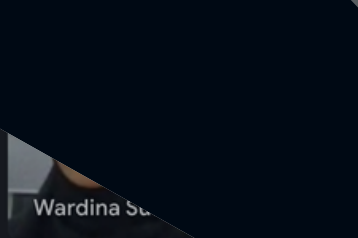
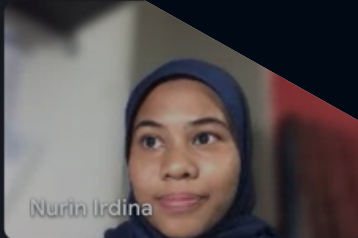




2022/2023



Committee







**Suchi Chai**  
Executive Director



**Aizat Hazlee**  
Vice Executive Director



**Madeline Lee**  
Secretary



**Amir Ashraf**  
Assistant Secretary

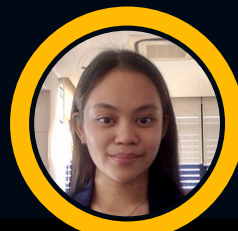


**Divyarani Ganeson**  
Treasurer

## Human Resources



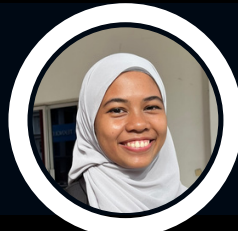
**Mindy Liew**  
Co-Director



**Nurhasya Mahadzir**  
Co-Director



**Wardina Suffiyah**  
Officer



**Nurin Irdina**  
Officer

## Marketing



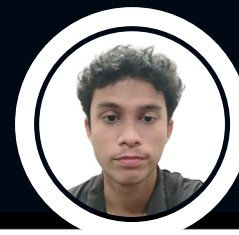
**Chean Sweet Chiao**  
Co-Director



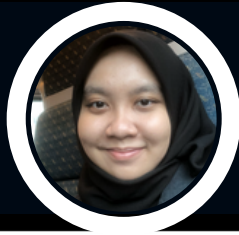
**Alleeya Maisarah**  
Co-Director



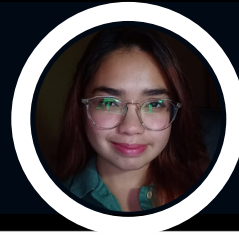
**Aleesa Najwa**  
Officer



**Emir Izzat**  
Officer



**Mirza Huda Athirah**  
Officer



**Raihanah Izzah**  
Officer

## Public Relations



**Kharisma Kaur**  
Director



**Luqman Hafiz**  
Officer



**Khareena Kaur**  
Officer

## Journalism



**Euan Thum**  
Journalist

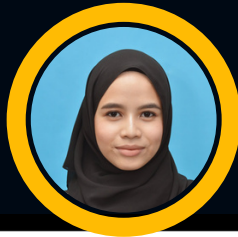


**Reena Nadhirah**  
Journalist



**Naomi Melissa**  
Journalist

## Fundraising



**Ayra Nuha**  
Director



**Shi Min Flonna**  
Officer

## Sponsorship



**Haziqah Batrisya**  
Director



**Satganessh**  
Officer



**Nurul Aiman**  
Officer

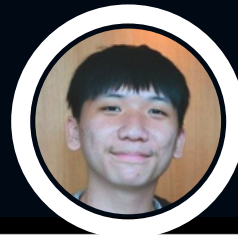
## Gift of Sight



**Priyadharshini**  
Director



**Durga Devi**  
Officer



**Jack Heah Zhi Jie**  
Officer

## Educational Project



**Ida Shahira**  
Director



**Shasmeetha Nair**  
Co-Director



**Aida Alyssa**  
Officer



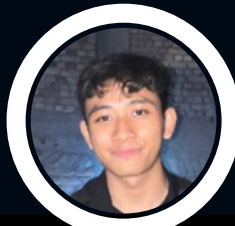
**Allysha Amir**  
Officer



**Atheerah Zaralyn**  
Officer



**Dzuldiniy Hussain**  
Officer



**Iyad Thaqif**  
Officer



**Nur Maryissha**  
Officer

## Inspire Initiative



**Damia Nourrys**  
Director



# Environmental Project



**Jacqueline**  
Director



**Elaine Goh**  
Officer



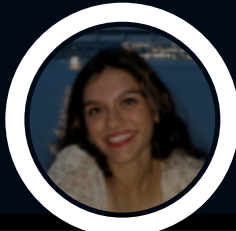
**Rebecca Anne**  
Officer



**Tharshini Santa**  
Officer



**Aina Batrisya**  
Officer



**Anushka Ananthan**  
Officer



**Arif Alauddin Wafi**  
Officer