

MY STARFISH FOUNDATION A Decade of Impact

2014-2024



Creating Change, One Life at a Time

BOARD OF TRUSTEES



Cheng Ping Keat



Wong Lup Hang



Margaret Soo Boon Yoke



**Abdul Razak Bin
Abdul Aziz**



The Late Dr Sia Ah Hiok



Victor Leong (Retired)



Heah Kok Soon (Retired)

OUR PARTNERS



FINANCIAL HIGHLIGHTS (2014-2024)

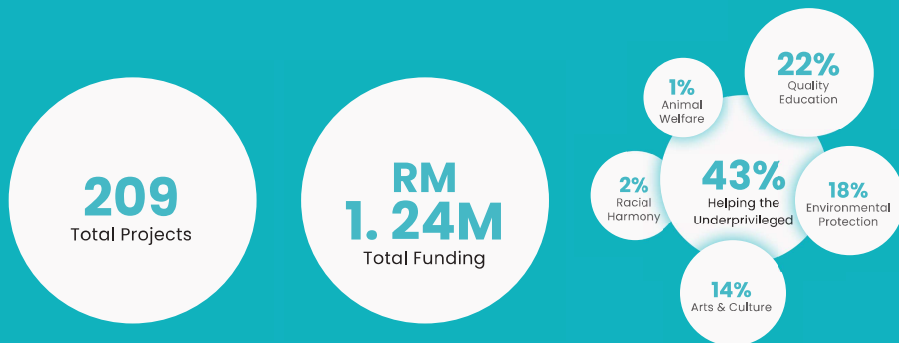
Financial Year Ended	June-14	June-15	June-16	June-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-24	TOTAL
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Income by Source												
Contribution Received	1,005,677.00	480,483.00	39,800.00	512,497.00	725,915.00	462,837.00	547,939.00	449,425.00	884,478.00	487,198.00	584,084.00	6,180,333.00
Fund raised from Bald and Beautiful Campaign	-	-	1,225,923.00	-	2,282,351.00	-	-	2,663,165.00	413,173.00	-	2,874,358.00	9,458,970.00
Fund raised from Sending Love To The Frontlines	-	-	-	-	-	-	-	2,441,395.00	-	-	-	2,441,395.00
	1,005,677.00	480,483.00	1,265,723.00	512,497.00	3,008,266.00	462,837.00	547,939.00	5,553,985.00	1,297,651.00	487,198.00	3,458,442.00	18,080,698.00
Donations Given and Expenses												
Projects For Happiness	137,293.00	45,821.00	139,881.00	163,421.00	248,342.00	98,320.00	78,500.00	72,433.00	103,856.00	100,899.00	54,948.00	1,243,714.00
Promote Arts and Culture	117,840.00	103,520.00	33,000.00	79,000.00	129,720.00	96,200.00	93,333.00	277,600.00	146,800.00	176,700.00	139,860.00	1,393,573.00
Support Underprivileged Communities	141,671.00	116,114.00	76,800.00	50,832.00	133,423.00	32,000.00	126,300.00	119,592.00	95,250.00	148,461.00	136,410.00	1,176,853.00
Economic, Environmental and Social Matters	7,000.00	217,000.00	61,536.00	18,400.00	184,045.00	139,500.00	331,800.00	175,840.00	48,117.00	62,874.00	144,589.00	1,390,701.00
General Administrative Expenses	32,292.00	15,195.00	6,365.00	4,301.00	65,959.00	55,031.00	22,916.00	20,871.00	113,020.00	44,096.00	258,519.00	660,511.00
Beneficiaries of Bald and Beautiful Campaign	-	-	1,309,962.00	-	2,138,055.00	114,896.00	-	21,946.00	3,136,993.00	-	2,845,916.00	9,545,822.00
Beneficiaries of Sending Love To The Frontlines	-	-	-	-	-	-	-	2,326,162.00	-	261,298.00	33,525.00	2,620,985.00
	436,096.00	497,650.00	1,627,544.00	315,954.00	2,899,544.00	535,947.00	652,849.00	3,014,444.00	3,644,036.00	794,328.00	3,613,767.00	18,032,159.00

FUNDING AREAS (2014-2024)

	PERCENTAGE (%)	RM (Millions)
BENEFICIARIES OF BALD AND BEAUTIFUL CAMPAIGN	53	9.55
BENEFICIARIES OF SENDING LOVE TO THE FRONTLINES	14	2.62
PROMOTE ARTS AND CULTURE	8	1.39
ECONOMIC, ENVIRONMENTAL AND SOCIAL MATTERS	8	1.39
PROJECTS FOR HAPPINESS	7	1.24
SUPPORT UNDERPRIVILEGED COMMUNITIES	6	1.18
GENERAL ADMINISTRATIVE EXPENSES	4	0.66
	100	18.03

PROJECTS FOR HAPPINESS: EMPOWERING STUDENTS TO CREATE CHANGE

Over the past decade, *Projects for Happiness* has sponsored RM1.24 Million in funding to university students with meaningful, actionable ideas. More than financial aid, the My Starfish Foundation offers structured project assessments, mentorship, and guidance, helping students turn their compassion into real impact.

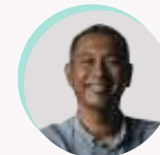


projects for happiness **IMPACT REPORT**

Your Action Changes The World



Cheng Ping Keat
Executive Chairman of
Khind Holdings Berhad



Abdul Razak Abdul Aziz
Chief Seeder of
SEEDS Malaysia



The Late Dr Sia Ah Hioh
Educator &
NLP Practitioner



Wong Lup Hang
Cancer Research Malaysia
Member of Scientific
Advisory Board



**Assoc. Prof. Ts. Dr. Wan
Zuhani Saad**
Director
Centre for Academic
Development and Leadership
Excellence (CADE-Lead)
Universiti Putra Malaysia



Dr. Mohd Makrish Md Ajat
Senior lecturer
Faculty of Veterinary Medicine
Universiti Putra Malaysia



Dr. Mohd Hafiz Bin Abu Hassan
Deputy Director
Centre of Excellence for
Teaching & Learning, Universiti
Sains Islam Malaysia (USIM)



Tee Lee Meng
Business Consultant &
CEO Coach



**Dato' Seri Rosman
Bin Mohamed**
Independent Non-Executive
Director of Khind Holdings Berhad



Wong Kah Cane
CEO Coach



Ding Lee Leong
Oriental Daily News Chief Editor
cum Senior General Manager



**Prof. Dr. Sharipah Ruzaina
Syed Aris**
Professor Faculty of Education,
UITM

TOP 12 BEST PROJECTS

TITLE OF PROJECT	UNI	YEAR	TITLE OF PROJECT	UNI	YEAR
Buku Jalanan Chow Kit (BJCK) Module	UM	2016	Chicken Coop Project	UTAR	2019
Safety Ride	UiTM (Segamat)	2017	Assemble to Assembly Comm"Unity" Activation	UCSI	2020
SoyAi - Soymilk Self-sustainability Project	UNM	2017	Theraplay 1.0, 2.0, 3.0	UTM	2021, 2022, 2023
It's Fun to Learn Mandarin	UiTM (Pasir Gudang)	2018	Come Together - A Music Project of Hope and Happiness	UPM	2021
Alcohol Awareness Skit Competition - Empowering Youths of Tambunan to Say No to Alcohol	UMS	2018	Hello Seletar!	Southern UC	2022
The Mindflu Project	UCSI	2018, 2019	Unreel Pangkor	UCSI	2023

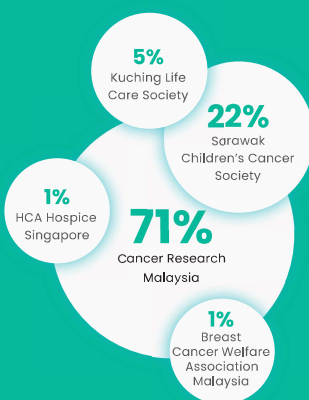


BALD & BEAUTIFUL: A JOURNEY OF LOVE AND HOPE

Since its inception, *Bald & Beautiful* has held five campaigns, expanding its impact through innovation and collaboration, bringing hope to cancer patients while raising public awareness.

6,343
Total Shavees

RM 9.55M
Total Funds Raised



B&B 1.0

Raised 250K
178 shavees



Bald & Beautiful 1.0 (2012)

B&B 2.0

Raised 1.23M
975 shavees



Bald & Beautiful 2.0 (2015)



Bald & Beautiful 3.0 (2018)

B&B 3.0

Raised 2.28M
1,650 shavees



Bald & Beautiful 4.0 (2021)

B&B 4.0

Raised 3.19M
1,672 shavees

B&B 5.0

Raised 2.85M
1,868 shavees



Bald & Beautiful 5.0 (2024)



CANCER RESEARCH MALAYSIA: Bridging Science and Care

Cancer Research Malaysia (CRM) is the only non-profit organisation in the country dedicated to the research of cancers that commonly affect Malaysians as well as the people around our region. Through B&B, MSF has been one of the key supporter in advancing treatments and improving patient care.



SARAWAK CHILDREN'S CANCER SOCIETY: A Bridge of Support for Families

In 1999, parents united by their children's cancer diagnoses founded the Sarawak Children's Cancer Society (SCCS), turning shared struggles into a mission to support families, offering strength, care, and a vital lifeline throughout their cancer journey.



PROMOTE ARTS AND CULTURE:

THE FOUNDATION OF HUMANISTIC LITERACY

Arts and culture, the spiritual pulse of society, offer depth, reflection, and inspiration—especially during challenging times. Recognizing their value, My Starfish Foundation has consistently supported performing arts for 11 years, providing steady financial aid, guidance, and networking opportunities. During the pandemic, it amplified this support, offering artists renewed hope and helping the arts continue to thrive.

150

Total Projects

RM
1.39M

Total Funding

6%

Visual Arts

12%

Language Arts

82%

Performing Arts



DUA SPACE DANCE THEATRE:

Bridging Cultures Through Dance



HANDS PERCUSSION:

Connecting Lives Through Drumming



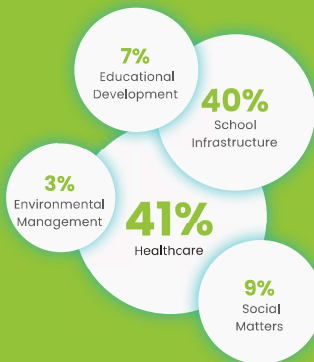
ECONOMIC, ENVIRONMENTAL & SOCIAL MATTERS

NURTURING ENVIRONMENT AWARENESS

The Greening Sekinchan project demonstrates the power of education and grassroots action in driving sustainability. Through consistent and collaborative efforts, My Starfish Foundation is turning Sekinchan's green vision into reality— one tree at a time.

140
Total Projects

RM 1.39M
Total Funding



SUPPORT UNDERPRIVILEGED COMMUNITIES ILLUMINATING LIVES WITH LOVE

The story of Persatuan Kebajikan Sinar Cahaya Istimewa is one of perseverance and love. Their work not only provides tangible assistance to children with special needs and their families but also serves as a reminder that every life has the potential to shine. With continued support from My Starfish Foundation, this beacon of hope will keep illuminating the path for more families in need.

110
Total Projects

RM 1.18M
Total Funding

23%
Cancer Awareness

28%
Children

46%
Disability & Health

3%
Elderly People



CONTACT US



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**Thank
you**

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