

# MY STARFISH FOUNDATION

## A Decade of Impact

2014-2024



Creating Change, One Life at a Time



# TABLE OF CONTENTS

Table Of Contents	02
Introduction to My Starfish Foundation	02
Board of Trustees	03
Our Partners	03
Chairman’s Message	04
Financial Highlights and Funding Areas (2014–2024)	06
Projects for Happiness	08
Bald & Beautiful	16
Promote Arts and Culture	24
Economic, Environmental and Social Matters	28
Support Underprivileged Communities	32

# INTRODUCTION TO MSF

The creation of the Foundation was inspired by a story about a young boy and an old man at a beach.

The young boy was trying to return starfishes that had been washed up onto the beach back into the sea. The old man was concerned that the youngster would not be able to make much of a difference, as there were thousands of starfishes scattered across the beach. When the child threw another starfish back into the sea, he said, “I can make a difference to this one.”

The old man, touched by the boy’s kind act, decided to help him. Their actions attracted others to the beach. After some time, more and more people joined them in throwing the starfishes back into the sea. Eventually, they managed to save all the starfishes.

This story inspired Mr. Cheng Ping Keat (PK Cheng), Chairman of the Foundation, to establish the My Starfish Foundation—because actions of people, however small, can make a difference.

**EDITORIAL**  
Charis Ng | Cloud Lim | KS Low | Myce Loo | Zoe Lee

# 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













# CHAIRMAN'S MESSAGE

## Dear Friends and Supporters,

As we mark a decade of impactful work and transformative growth at My Starfish Foundation, my heart is filled with gratitude and pride for the remarkable journey we have embarked on together. What began in 2014 as a modest vision to bring happiness to our communities has evolved into a dynamic movement that has touched countless lives.

Our mission—rooted in kindness, hope, and resilience—has guided every initiative and decision over these eleven extraordinary years. Through our shared efforts, we have remained committed to uplifting lives and alleviating challenges for those in need.

## Milestones Achieved

Over the past decade, My Starfish Foundation has:

- Empowered Local Communities – Through initiatives in education, healthcare, sustainability, and community development, we have directly impacted countless lives.
- Promoted Youth Engagement – As a leading supporter of university-driven social projects, we launched Projects for Happiness, empowering young changemakers to drive meaningful change.
- Supported Social Causes – From cancer awareness to disaster relief, we have consistently provided timely and meaningful support where it is needed most.
- Our flagship Bald & Beautiful event exemplifies this spirit of giving. Over five editions, we have raised nearly RM10 million to support cancer research and organizations aiding patients and families. These achievements remind us what is possible when compassion and purpose unite.

## Challenges and Resilience

Our journey has not been without trials. The past few years, especially during the global pandemic, tested our resolve. Yet, with the steadfast support of partners, donors, and volunteers, we adapted and continued to deliver on our promises. These challenges proved that even in adversity, we could shine a light of hope for others.

## Looking Ahead

As we move forward, our mission to deliver happiness remains at the core of all we do. In the years ahead, we aim to:

- Expand our outreach to underserved communities.
- Introduce innovative programs that respond to evolving societal needs.
- Strengthen collaborations with like-minded organizations to amplify impact.

This decade-long journey would not have been possible without your belief in our mission. To our sponsors, partners, volunteers, and dedicate team members—thank you for your trust and unwavering support. Together, we have demonstrated that even the smallest acts of kindness can create ripples of happiness, much like a starfish returned to the sea.

As we celebrate this milestone, I invite you to continue this journey with us. Let us stay united in spreading joy, hope, and love across our communities.

Here's to another decade of delivering happiness!

With heartfelt gratitude,

**Chairman**  
**My Starfish Foundation**

*pk cheng*



## 亲爱的朋友与支持者：

在庆祝大马海星公益平台十年非凡历程之际，我满怀感激与自豪，与大家共同回顾这一段意义深远的旅程。从2014年最初的愿景——为社区带来幸福，到今天积累的丰硕成果，我们的努力已化为一个触动无数生命的感人事业。

过去十一年，我们抱持善意、希望与坚韧落实每一项决策，践行每一个行动。在大家的共同努力下，我们始终坚定地履行承诺，为有需要的人们给予温暖与支持。

## 成就里程碑

- 赋能本地社区：通过在教育、医疗、环境可持续性 & 社区发展方面的多个项目，我们直接改善了无数人的生活。
- 推动青年参与：作为支持大学生参与社区工作的领先组织，我们发起了“幸福计划”，赋能年轻领袖实施具有实际影响力的社区项目，同时培养他们对社会的责任感。
- 支持社会公益事业：从癌症宣传活动到灾难救助行动，我们始终坚持在最需要的地方提供支持。
- 光头与美”活动现已成为我们基金会的旗舰项目，充分体现了无私奉献的精神。在过去五届活动中，我们筹集了近1,000万令吉，用于支持癌症研究以及帮助癌症患者及其家庭的组织。这些成就提醒我们，团结与关怀的力量能够创造非凡的成果。

## 挑战与韧性

我们的旅程并非一帆风顺，特别是全球疫情期间。然而，在合作伙伴、捐助者和志愿者的持续支持下，我们不断适应挑战并履行承诺。这段充满考验的时期证明，即使在逆境中，我们依然可以为他人点燃希望之光。

## 展望未来

我们的使命——传递幸福，仍然是我们行动的核心。在未来的岁月中，我们计划：

- 扩大对弱势社区的覆盖范围。
- 因应社会不断变化的需求，推出创新项目。
- 加强与志同道合的组织合作，以实现更大的影响力。

这段非凡旅程离不开大家对我们使命的信任和支持。我向所有的赞助商、合作伙伴、志愿者以及敬业的团队成员表示衷心感谢。正是你们的支持，我们才能证明，即使是最微小的善举，也能像那被投入大海的海星一样激起幸福的涟漪。

在庆祝这一重要里程碑之际，我诚挚地邀请大家继续与我们同行。让我们继续心连心，携手为社区传播幸福、希望和爱，同步迈向下一个幸福十年！

## 大马海星公益平台

主席 郑秉吉





# FINANCIAL HIGHLIGHTS (2014–2024)

Financial Year Ended	June-14	June-15	June-16	June-17	Dec-18
	RM	RM	RM	RM	RM
<b>Income by Source</b>					
Contribution Received	1,005,677.00	480,483.00	39,800.00	512,497.00	725,915.00
Fund raised from Bald and Beautiful Campaign	-	-	1,225,923.00	-	2,282,351.00
Fund raised from Sending Love To The Frontlines	-	-	-	-	-
	1,005,677.00	480,483.00	1,265,723.00	512,497.00	3,008,266.00
<b>Donations Given and Expenses</b>					
Projects For Happiness	137,293.00	45,821.00	139,881.00	163,421.00	248,342.00
Promote Arts and Culture	117,840.00	103,520.00	33,000.00	79,000.00	129,720.00
Support Underprivileged Communities	141,671.00	116,114.00	76,800.00	50,832.00	133,423.00
Economic, Environmental and Social Matters	7,000.00	217,000.00	61,536.00	18,400.00	184,045.00
General Administrative Expenses	32,292.00	15,195.00	6,365.00	4,301.00	65,959.00
Beneficiaries of Bald and Beautiful Campaign			1,309,962.00		2,138,055.00
Beneficiaries of Sending Love To The Frontlines	-	-	-	-	-
	436,096.00	497,650.00	1,627,544.00	315,954.00	2,899,544.00

Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-24	TOTAL
RM	RM	RM	RM	RM	RM	RM
462,837.00	547,939.00	449,425.00	884,478.00	487,198.00	584,084.00	6,180,333.00
-	-	2,663,165.00	413,173.00		2,874,358.00	9,458,970.00
-	-	2,441,395.00				2,441,395.00
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
98,320.00	78,500.00	72,433.00	103,856.00	100,899.00	54,948.00	1,243,714.00
96,200.00	93,333.00	277,600.00	146,800.00	176,700.00	139,860.00	1,393,573.00
32,000.00	126,300.00	119,592.00	95,250.00	148,461.00	136,410.00	1,176,853.00
139,500.00	331,800.00	175,840.00	48,117.00	62,874.00	144,589.00	1,390,701.00
55,031.00	22,916.00	20,871.00	113,020.00	44,096.00	258,519.00	660,511.00
114,896.00		21,946.00	3,136,993.00		2,845,916.00	9,545,822.00
-	-	2,326,162.00		261,298.00	33,525.00	2,620,985.00
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)

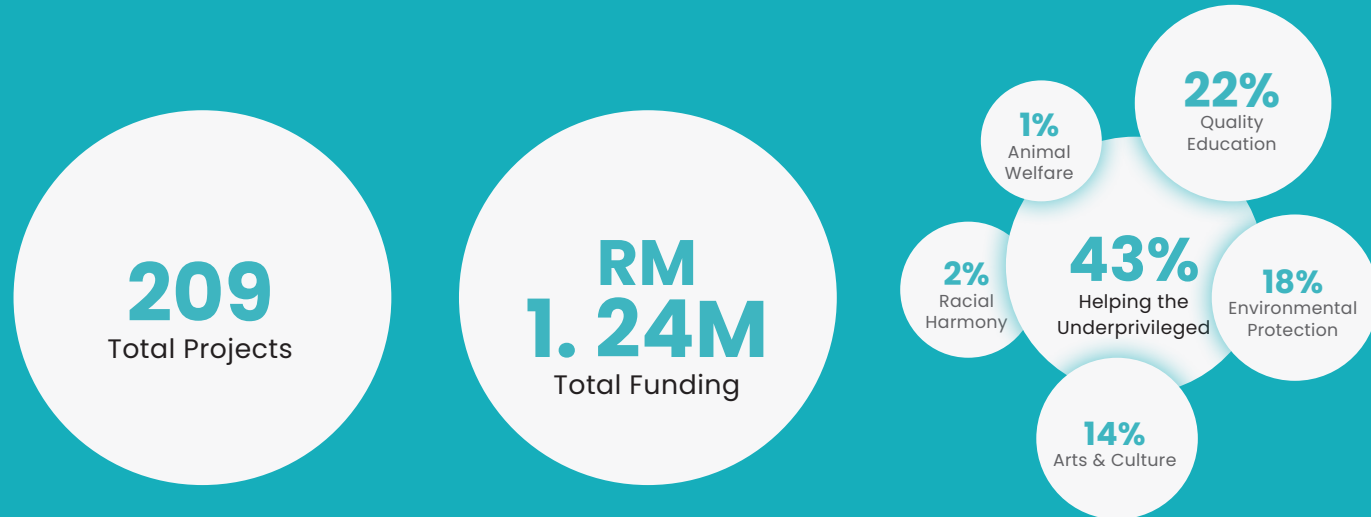
	PERCENTAGE (%)	RM (Millions)
BENEFICIARIES OF BALD AND BEAUTIFUL CAMPAIGN	53	9.55
BENEFICIARIES OF SENDING LOVE TO THE FRONTLINES	14	2.62
PROMOTE ARTS AND CULTURE	8	1.39
ECONOMIC, ENVIRONMENTAL AND SOCIAL MATTERS	8	1.39
PROJECTS FOR HAPPINESS	7	1.24
SUPPORT UNDERPRIVILEGED COMMUNITIES	6	1.18
GENERAL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



PERCENTAGE	STATE	UNIT(s)	INSTITUTE (s)
41 %	Selangor	54	Universiti Putra Malaysia (UPM)   UiTM (Shah Alam)   SUNWAY University   New Era University College   UiTM (Puncak Perdana)   Universiti Kebangsaan Malaysia (UKM)   INTI International University   Universiti Tunku Abdul Rahman (UTAR)   University of Nottingham   Multimedia University (MMU)   Universiti Selangor (UNISEL)   University of Monash   First City U   Saito College   SUNWAY College   Taylor's University
	Kuala Lumpur	31	UCSI University   University of Malaya (UM)   Universiti Kuala Lumpur (UniKL)   HELP University   Universiti Pertahanan Nasional Malaysia (UPNM)   International University of Malaya-Wales (IUMW)   Infrastructure University Kuala Lumpur (IUUKL)   International Medical University (IMU)   Universiti Kuala Lumpur (UniKL)   The Malaysian Insurance Institute
26 %	Johor	40	Universiti Tun Hussein Onn Malaysia (UTHM)   Universiti Teknologi Malaysia (UTM)   UiTM (Pasir Gudang)   UiTM (Segamat)   Southern University College
	Negeri Sembilan	11	UiTM (Seremban)   UiTM (Rembau)   Universiti Sains Islam Malaysia (USIM)
	Melaka	4	Universiti Teknikal Malaysia Melaka (UTeM)
14%	Sabah	27	Universiti Malaysia Sabah (UMS)
	Sarawak	2	Universiti Malaysia Sarawak (UNIMAS)
12 %	Perlis	11	Universiti Malaysia Perlis (UniMAP)
	Perak	8	Sultan Idris Education University (UPSI)   Universiti Teknologi PETRONAS (UTP)
	Penang	4	Universiti Sains Malaysia (USM)
	Kedah	2	Universiti Utara Malaysia (UUM)
7 %	Kelantan	7	Universiti Malaysia Kelantan (UMK)   IPG Kampus Kota Bharu
	Terengganu	5	UiTM (Dungun)   IPG Kampus Dato' Razali Ismail
	Pahang	3	International Islamic University Malaysia (IIUM)

## TOP 12 BEST PROJECTS

TITLE OF PROJECT	UNI	YEAR	TITLE OF PROJECT	UNI	YEAR
Buku Jalan 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



## Why involve students instead of directly funding beneficiaries?

The foundation believes in empowering young minds to drive change. By planning and executing projects, students develop problem-solving skills, resilience, and a deep sense of social responsibility. The experience fosters long-term impact, ensuring that the seeds of kindness planted today continue to grow.

More than just a funding initiative, *Projects for Happiness* nurtures sustainable, student-led solutions. Through hands-on participation, students bring fresh perspectives and innovative approaches, making projects more impactful and lasting.

In ten years, *Projects for Happiness* has supported countless meaningful initiatives. Moving forward, it remains committed to equipping young changemakers with the tools and confidence to create a better world.

## Panel Of Judges:



**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 Mokrish 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



# SULAM: Service Learning in Action with Projects for Happiness

Service Learning Malaysia, University for Society (SULAM) is a high impact educational practices (HIEPs) promoted by Ministry of Higher Education Malaysia to connect universities with society. Dr. Wan, a key advocate, recognized Projects for Happiness as an ideal partner in shaping students into socially responsible problem-solvers.



## A Shared Vision for Meaningful Learning

*"Students must go beyond short-term fixes; they need to collaborate with communities, listen to their needs, and create sustainable support systems,"*

Dr. Wan emphasized.

She believes *Projects for Happiness* provides more than funding—it offers hands-on learning that builds empathy and leadership. Students don't just share knowledge; they empower communities to be self-sufficient. This aligns with the ministry's goal of nurturing human-centric learners.

## With Projects for Happiness, students take ownership of real-world solutions.

They identify problems, plan interventions, and execute projects, while the platform offers support and resources.

Dr. Wan highlighted a project where students tackled waste management gaps in a local community. Instead of offering temporary aid, they co-created a



self-sustaining recycling system, ensuring long-term impact. This reflects the program's core purpose—applying knowledge to drive real change.

## Beyond the Classroom: A Lasting Impact

By immersing in service learning, students develop empathy, teamwork, and a problem-solving mindset, while communities gain sustainable solutions. This mutual growth model transforms education into a tool for lasting social change.

The collaboration between SULAM and Projects for Happiness proves education extends beyond books. As Dr. Wan put it, *"Projects for Happiness doesn't just teach students to share knowledge—it empowers them to become problem solvers, making a lasting difference in society."*

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# collab **COLLAB:** From Classroom to Community

## How can students apply what they learn in classrooms to real-life challenges?

Collab, an initiative by UCSI University, is a shining example of how Projects for Happiness empowers students to turn knowledge into action. Through hands-on projects, students step beyond academic walls, engage with communities, and create lasting impact.



## From a Last-Minute Idea to a Lasting Movement

In 2020, a UCSI lecturer discovered *Projects for Happiness* just a week before the deadline. Despite the rush, this opportunity became a turning point. With funding secured, students launched their first initiatives—building a community library at Taman Datuk Keramat and a mobile playscape in Kampung Belemang, Johor.

From there, the movement grew:

- 2020: Designed and built a community library and mobile playscape
- 2022: Designed and built wheelchairs and dog shelter for disabled stray dogs
- 2023: Provided infrastructure support for an anchovies industry and kindergarten in Pangkor Island

With more students submitting projects, Collab was born—a hub where students and lecturers collaborate to make social impact a reality.



## Beyond Short-Term Aid: Creating Sustainable Change

Funding is just the beginning. Students take ownership of their projects and create solutions that last, ensuring the communities they serve can sustain these initiatives independently.

One standout project, Taman Datuk Keramat community library, wasn't just a student-led initiative—it became a fully integrated local effort, with residents continuing to maintain it today. This demonstrates how *Projects for Happiness* creates change that continues long after students have moved on.

## From Participant to Changemaker

Among Collab's many students, Wu Han's story stands out. The architecture student turned his experience into a lifelong mission. After graduation, he built a playscape and later traveled to Cambodia

to construct schools for the local children. His transformation reflects Projects for Happiness' true goal—not just creating projects, but shaping responsible, socially aware leaders.

## Shaping the Changemakers of Tomorrow

The impact of Collab extends far beyond individual projects. By immersing students in hands-on community work, it nurtures a culture of responsibility, action, and long-term change. These students don't just leave with degrees—they leave with the mindset to create real impact, ensuring the seeds of change continue to grow.

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# BUKU JALANAN CHOW KIT:

## How Reading Backs the Marginalized

Ten years ago, Siti Rahayu Baharin and her team founded Buku Jalanan Chow Kit to support children excluded from formal education—many lacking identification or coming from marginalized backgrounds. What started as a simple reading program has since grown into a four-story learning center, giving these children access to education and opportunities.



### Beyond Reading: A Bridge to Opportunity

*"We wanted these children to know they are not alone and that they deserve an education,"* Siti shared. But she quickly realized books weren't enough—hunger and poor living conditions made learning difficult. Determined to help, she balanced her full-time teaching job while raising funds for the children's needs.

In 2014, she discovered *Projects for Happiness* on social media. Taking a leap of faith, she applied for funding—a decision that changed everything.

### A Turning Point: Support That Sparked Growth

*"When we first received funding from Projects for Happiness, it completely reignited my determination. As a small, unstructured initiative without a proper office, this support was more than just financial aid—it was validation. It laid the pathway for me to keep going,"* Siti shared.

Unlike many grants that focus on rigid evaluations, *Projects for Happiness* embraced their mission, believing in the power of meaningful change. This trust gave Siti and her team the courage to push forward, transforming a small effort into something greater.

### From Grassroots to Structure: A Decade of Growth

Today, Buku Jalanan Chow Kit operates across four floors, with a 12-member team supporting 150 students in reading programs and night school, while 95 attend full-time classes. Among them, three students completed their SPM (Malaysian High School Certificate)—two pursued higher education, while one stayed to give back to the program.

Beyond education, they run a social enterprise restaurant, providing job opportunities to underprivileged families and helping them build financial independence. As Siti puts it, *"We are like an extended family to these children."*

Buku Jalanan Chow Kit's journey proves that a single act of kindness can spark lasting change. With continued support, its impact will continue to grow, opening doors to education and opportunity for more children in need.

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# 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.



## LIST OF SUPPORTERS & PARTNERS

### HAIR SALON PARTNERS

A Cut Above Salons | Alph Studio | APT Salon | A-Saloon | Before & After Hair Salon | Derrick and Team | Hair Porter | Hairstory International | Hair Zone Studio by Michael Poh | Kwik & Ez | Locks of Hope Association | Malaysian Hairdressing Association (MHA) | My Salon Hair Salon | Niko Hairbeauty Salon | United Asian Hairdressers Association (UAHA) | Urban Age Salon | VIP Hair Workshop

### ACADEMIC PARTNERS

Bina Jaya Tuition Center | Catalyst Education Sdn Bhd | Chung Hwa Independent High School, Kelantan | HES Learning Centre | Jemaah Pengurus SJKC Jementah, Johor | MonQ Academy | SMJK Yoke Kuan, Sekinchan Selangor | VIP Education | Vgro Education Group (Xueda) | Wekah Academy

### ORGANISATION PARTNERS

100 CC | Classics EQ Klang | Fo Guang Shan Malaysia (FGS) | Friends of VT | Kelantan Chinese Chambers of Commerce & Industry Young Entrepreneurs Section | Life Line Association Malaysia | Life Runway | Malaysia Entrepreneurs' Development Association (PUMM) | Majlis Bandaraya Shah Alam (MBSA) | Malaysia Social Entrepreneurs Foundation (MSEF) | Melaka Chinese Chambers of Commerce & Industry Young Entrepreneurs Committee | My Prajna Space | Persatuan Hokkien Klang | Pertubuhan Pemuda Prihatin Negeri Johor | Sam Poh Thong Buddhist Temple Ampang | Selangor Football Club | Super Group | Terengganu Chinese Chamber of Commerce and Industry (TCCCI) | Valley of Hope | Vistage VEE-28 | Vistage VEE-46 | Young Malaysians Movement

### CORPORATE PARTNERS

Ant-Internet | Austin Heights | Autochem | Banner King | Babylove | BMS Organics | CAS Global | Claytan | Cloudjoi | CUCKOO | CSM | Cynics Solution Sdn Bhd | DAiE Engineering Sdn Bhd | DKing | Eco Ardence | Eco-shop | E Da Electrical Engineering Sdn Bhd | Ever Delicious Food Industries Sdn Bhd | Falcon Safe Marketing Sdn Bhd | Fatimas Healthy Bread | Fiffy Sdn Bhd | Forefront International | Great Ideals | Hi Style | Home+Plus | Jimart | Laderm | LER Group | Locus-T | Lucky Eight Resources Sdn Bhd | LPA Team | Mimi Fish Ball Enterprice | Minelog | Mystartr | Nesh | Nirvana Asia Group | Ocean Link | Orient Laboratories Sdn Bhd | PCCS Group | Powerwell Group of Companies | Premier Channel | Printcious | Setia City Mall | Solid Horizon | Supremacy Integrity Berhad | The MUI Group | Tracey Star

### VIRTUAL EVENT PARTNERS

Addstudio | Adspeaks | Beacon Hospital | Cancer Research Malaysia | Dua Space Dance Theatre | Fanomenal Pictures | HANDS Percussion | Happy Studio | Make Music PLT | NetsEco | Oren | Sarawak Children's Cancer Society | Signcotive Creative Studio | Story Art Studio | Vision Studio

### IN-KIND SPONSORS

Ion1 Fitness | BMS Organics | City Fisherman | Dooran Dooran | Ever Delicious | Exabytes Network Sdn Bhd | GAL | Good Morning | J&T Express | Kejap Food | Mak'cik | MEO Design Studio | MILO | Oxwhite | Popomama | Sky Mirror | Snek Ku | Tian Xian Group | Yakult

### KHIND GROUP OF COMPANIES

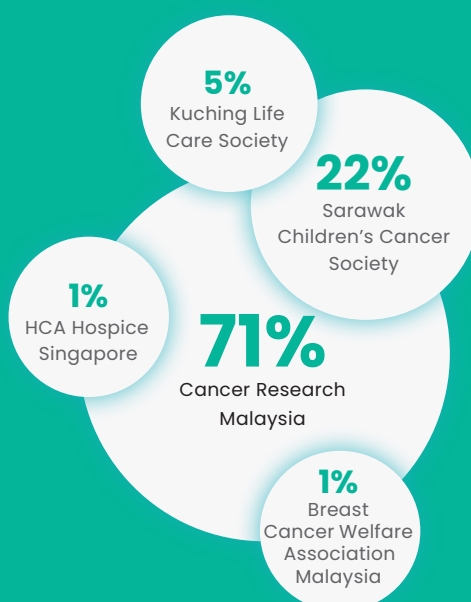
Khind Holdings Berhad | Khind Marketing (M) Sdn Bhd | Khind Middle East DMCC | Khind-Mistral (Borneo) Sdn Bhd | Khind-Mistral Industries Sdn Bhd | Mayer Malaysia Sdn Bhd | Mayer Marketing Pte Ltd

### MEDIA PARTNERS

Ai FM | ATV News Online | China Press | Cityplus FM | Delight Media | Feminine Magazine | Guang Ming Daily | Kwong Wah Yit Poh | Melody | Nanyang Siang Pau | New Life Post Oriental Daily | See Hua Daily | Sin Chew Daily | Tantannews | The Interview

**6,343**  
Total Shavees

**RM  
9.55M**  
Total Funds Raised







Bald & Beautiful Fun Run (2024)

### Bald & Beautiful 1.0 (2012) The Beginning: A Corporate Initiative

The movement started within KHIND, where employees and management worked together to raise RM250,000 with two partner organizations. This phase focused on internal engagement, laying the foundation for future expansion.

### Bald & Beautiful 2.0 (2015) Expanding Through Entrepreneurial Support

With the backing of the Vistage network, the second edition raised RM1,000,000 and took the head-shaving event to public spaces, making it a mall-based campaign. Special guests, including Ms Malaysia, attended, and the event entered the Malaysia Book of Records for the largest group head-shaving activity.

### Bald & Beautiful 3.0 (2018) Reaching Communities

The third edition extended outreach through six community roadshows, raising RM2,000,000 while engaging local organizations across different states. The campaign concluded with a finale at Eco Ardence, reinforcing community-driven efforts.

### Bald & Beautiful 4.0 (2021) Innovating Through the Pandemic

Amid pandemic restrictions, digital donation cards and online receipts were introduced. Weekly online talks and collaborations with local barbershops enabled safe participation. Despite challenges, the campaign raised RM3,200,000, demonstrating resilience and adaptability.

### Bald & Beautiful 5.0 (2024) Diversifying & Nationwide Engagement

The fifth edition introduced a family charity run, alongside the traditional head-shaving event. It also supported BeLove's book publication, sharing heartfelt stories of cancer support. With 13 stops across Malaysia, the campaign united new partners and fundraisers to further amplify awareness.

### "Empower Cancer Research" Initiative – Eco Shop pledged to support RM10 million.

Moving forward, Bald & Beautiful will prioritize sustainable cancer awareness efforts, engaging schools and communities to ensure long-term impact beyond fundraising events.



Bald & Beautiful 1.0 (2012)



Bald & Beautiful 2.0 (2015)



Bald & Beautiful 3.0 (2018)



Bald & Beautiful 4.0 (2021)



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.



### Bald & Beautiful funds powered CRM breakthroughs in

- **Advancing Cancer Treatment Through Inclusive and Innovative Clinical Trials**
  - AUROR – breast cancer
  - PIPER – head and neck cancer
- **MeMoSA (Mobile Mouth Screening Anywhere), an AI-driven app for early oral cancer detection.**

These innovations make treatments more accessible and effective, proving the power of community-driven support.

### Leaders Driving Impact

Professor Datin Paduka Dr Teo Soo Hwang, CRM's former Chief Scientific Officer, was instrumental in DNA-based vaccine research and championing inclusive cancer treatment. *"If we don't do it, who will give patients hope? Government funding provides infrastructure, but research is costly and complex. It takes a united effort,"* she emphasized.

Professor Dr. Cheong Sok Ching, CRM's Chief Scientific Officer, has led groundbreaking research in head and neck cancers and developed the MeMoSA app, making early oral cancer detection more accessible. She was recognized with the Senior Scientist Award at the 8th ASEAN-US Science Prize for Women. *"Our research is not just about innovation but ensuring life-saving treatments reach every patient,"* she shared.

Under the leadership of Andy Khoo, Chief Executive Officer, CRM continues to advance cancer research while expanding its outreach. His multinational corporate experience strengthens collaborations and funding efforts, driving greater impact.

### Advancing Science with Compassion

CRM is more than a research institute—it is a bridge between science and real-world impact. With continued community support, cancer care is becoming more accessible, inclusive, and life-changing. Through *Bald & Beautiful*, science and compassion work together to bring hope to those who need it most.

<https://www.cancerresearch.my/>  
+603-5650 9797  
[info@cancerresearch.my](mailto:info@cancerresearch.my)



# 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.



### A Safe Haven for Families

Since becoming a registered non-profit in 2001, SCCS has been dedicated to providing holistic care through:

- **Halfway Home** – Provides accommodation, food and transport to hospital for families coming from outstation/remote areas and needing to undergo treatment at the state general hospital.
- **Emotional Support** – Sharing sessions, youth camps, and counseling to offer comfort, even after bereavement.
- **Financial and Medical Assistance** – Helping families in need cover daily expenses and crucial medical expenses including tests and life-saving procedures.
- **Education & Awareness** – Fundraising campaigns like Childhood Cancer Awareness Balloon Maze in September, and GoBald raise both awareness and vital funds.

Beyond financial aid, SCCS provides a community of care, helping families find strength together.

The heart of SCCS lies in the families it supports. As one mother shared: "Here, I realized I'm not alone – many others have walked this path." SCCS provided temporary housing when her child was diagnosed with leukemia, easing travel burdens. Financial assistance allowed her to focus fully on caregiving.

### How My Starfish Foundation Supports SCCS

Through its partnership with the Sarawak Children's Cancer Society (SCCS), My Starfish Foundation provides vital support in several areas, including accommodation and facilities for families, medical aid for treatment-aiding scans and tests, and life-saving drugs and procedures, financial aid for treatment and daily needs, educational efforts like Childhood Cancer Awareness Balloon Maze to raise childhood cancer awareness, and emotional support.

With a "families helping families" approach, SCCS provides unwavering care and support for children with cancer. More than just a support center, it is a beacon of hope, lighting the way for families fighting against cancer.

<https://sccs.org.my/>  
+6082-686 276  
[administrator@sccs.org.my](mailto:administrator@sccs.org.my)



# **FIFTY FIFTY:** Turning Compassion into Action

In corporate social responsibility, how can goodwill be transformed into meaningful action? The story of FIFTY Sdn Bhd provides an inspiring answer. Since joining Bald & Beautiful 2.0, this mother and baby brand has embedded charity into its corporate culture, proving that businesses can be a force for good.



## **A Meaningful Partnership with Bald & Beautiful**

FIFTY was introduced to Bald & Beautiful during its 2.0 edition by PK, the founder and chairman of My Starfish Foundation. The campaign's mission—to raise cancer awareness, support patients and families, and drive cancer research—resonated deeply with FIFTY's leadership.

*"This initiative struck a chord with me, and I immediately rallied my family and employees to take part,"* shared a FIFTY representative. The enthusiasm spread quickly, inspiring more team members to join fundraising efforts and head-shaving events.

## **From Commitment to Connection**

FIFTY's support extended beyond donations — it became a shared experience that strengthened both workplace relationships and family bonds.

Employees took ownership of fundraising efforts, overcoming challenges and fostering teamwork. The campaign also resonated with their families, bringing



loved ones into the cause. One initially hesitant family member, moved by the event's spirit, spontaneously shaved her head—a moment of deep personal growth.

For FIFTY, Bald & Beautiful was more than a charity event—it was a transformative journey. Employees stepped beyond their daily roles, embracing leadership and service, while experiencing the true impact of giving back.

## **A Commitment to Giving Back**

With FIFTY's continued support, Bald & Beautiful has not only helped countless cancer patients and families but has also ignited a passion for charity among participants. This initiative offers a sustainable model for businesses to integrate philanthropy into corporate culture.

*"Bald & Beautiful is more than a project—it touches not just the beneficiaries, but everyone involved. I sincerely encourage more companies to take part and spread more love and change in society,"* said a FIFTY representative.

<https://www.fiftybaby.com/>  
 +607-388 5088  
[customer.support@fiftybaby.com](mailto:customer.support@fiftybaby.com)



# **BELOVE CANCER SOCIETY:** Lighting the Cancer Journey with Love

In the fight against cancer, knowledge and companionship are invaluable. BELOVE, founded by Carol, shares real-life cancer stories through books, videos, and educational initiatives. With support from My Starfish Foundation, BELOVE has expanded its reach, offering comfort and strength to more people.

## **Carol's Vision: Finding Strength in Stories**

Carol founded BELOVE with deep empathy for cancer patients, believing that cancer is not just a physical fight but an emotional journey.

*"With modern medicine, fewer die from cancer, but many suffer emotionally. This illness made me slow down and appreciate the moments I once overlooked,"* she shared.

In August 2024, she published her first book, *Cancer, Another Form of Love!*, selling nearly 6,000 copies. The book shares true stories from patients and caregivers, blending practical knowledge with emotional resilience to bring hope and warmth.

## **Blending Knowledge with Creativity**

Beyond books, Carol leverages videos and interactive content to spread awareness. She co-produced educational contents, creatively using entertainment to teach cancer patients about nutrition.

Her philosophy is simple yet powerful: *"Cancer patients are still normal people."*

Through joy and advocacy, she reminds everyone that a smile is the best medicine—a priceless yet effortless gift to oneself and others.

With My Starfish Foundation's backing, BELOVE has expanded publishing and outreach efforts, empowering more patients and families with knowledge, hope, and a sense of belonging.

BELOVE reflects Carol's life philosophy—turning personal experiences into strength for others. With continued support from My Starfish Foundation, BELOVE will keep writing new chapters of love, resilience, and hope.



FB: [BELOVE Cancer Society](#)  
 +6012-234 5660  
[belovemsia@gmail.com](mailto:belovemsia@gmail.com)



# 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

## LIST OF BENEFICIARIES & PARTNERS

### PERFORMING ARTS

24 Festive Drums Association Malaysia  
Action Jijin Berhad  
Asia Musical Productions  
Dua Space Dance Theatre  
HANDS Percussion  
Hongjiejie Work Station  
I.M.M. Musicworks  
INXO Arts & Culture (L) Foundation  
INXO Productions Sdn Bhd  
Modern Nanyang  
Musictoxin Productions  
Neighborhood Performance Group  
Persatuan Angkatan Seni Lakon Interaksi  
Kuala Lumpur dan Selangor  
Persatuan Koir La Voce  
Persatuan Orkestra Cina Sekinchan  
Repertoire Productions  
The Guzheng Academy  
The Sun Theatre  
Toccata Studio  
VIVO Experimental Orchestra  
YMCA Deafbeat

### FESTIVALS AND EVENTS

"Art and Social Science Campus Talk Series" by New Era  
College University  
Jayonic PLT  
Mystartr Sdn Bhd  
Oyeah Media  
Padi Music Empire  
Persatuan Hakka Sekinchan, Selangor  
Persatuan Hokkien Daerah Kuala Selangor dan Sabak  
Bernam Selangor  
Persatuan Penganut Buddha Xin Yuan Malaysia  
Quad Art  
Sasaran Arts Association, Kuala Selangor  
TEDxIMU  
TEDxPetaling Street

### HISTORICAL RESEARCH

Centre For Malaysian Chinese Studies  
Hi Lighter Sdn Bhd  
LLG Cultural Development Centre  
Persatuan Kebajikan Tiong Hua Sekinchan  
Persatuan Sejarah dan Kebudayaan Kelantan  
XMU JiaGeng Education Development Sdn Bhd

### LOCAL ARTS AND CULTURE COMMUNITY

"Aku Anak Malaysia" by Poh Chuan Art Centre  
"A Walk In The Light Of Darkness" by Dr Wong Huey Siew  
Dreamic Educare Advisory  
Fo Guang Publications Sdn Bhd  
Heitu Design  
INXO Productions Sdn Bhd  
PMT Sek Hua Lian (TPG) Selangor & Kuala Lumpur  
T Y Production House

### BOOK PUBLISHING PROGRAM

"BELove, We Are The Light!" by Han Mei Joon  
"Blessings in Adversity" by Teoh Poh Yew  
"Challenging the New Normal" by Cheng Ping Keat  
& Siaw Suk Ping  
"Drive" by Dr Sia Ah Hiok  
"Shang Yan Liang Yu" by Cheng Ping Keat  
"Sixty" by Cheng Ping Keat  
"The Survivor is King" by Loh Wei Hoong





# HANDS PERCUSSION:

## Connecting Lives Through Drumming

HANDS Percussion, Malaysia's renowned drumming ensemble, blends innovation with cultural preservation. Beyond performances, they educate and unite diverse communities through the power of rhythm and tradition, bridging cultures through drumming.

### Passing on the Malaysian Drumming Spirit

HANDS Percussion believes that art thrives through innovation and education. To preserve Malaysia's drumming heritage, the group actively trains young drummers, equipping them with the skills and passion to carry the tradition forward. Despite challenges, their mission remains the same: to inspire and connect people through the power of rhythm.

### Breaking Barriers: Drumming for All

Drumming transcends borders, and HANDS Percussion breaks barriers of race, language, and ability to make art more inclusive:

- Empowering Indigenous Youth – They teach drumming to indigenous children from the Little Yellow Flower Foundation, guiding them onto the grand theater stage while fostering family pride.
- Making Music Accessible to the Deaf – By using vibration and visual cues, they enable hearing-impaired students to experience rhythm beyond sound, proving that art is a universal language.

HANDS Percussion sees drumming as more than rhythm—it's a bridge between people. With continued support from My Starfish Foundation, they will keep inspiring new generations and creating artistic milestones that bring communities together.



<https://www.hands.com.my/>  
+6017-634 4904  
[handsp percussion@gmail.com](mailto:handsp percussion@gmail.com)



# DUA SPACE DANCE THEATRE:

## Bridging Cultures Through Dance

Dua Space Dance Theatre, Malaysia's first registered professional Chinese dance company, merges contemporary dance with the nation's cultural diversity. Their performances tell uniquely Malaysian stories, serving as a vibrant artistic voice both locally and internationally.



### Cultural Fusion Through Dance

Dua Space is dedicated to showcasing Malaysia's multicultural identity through dance. By weaving Chinese heritage with local influences, they create distinctive works that resonate deeply with audiences across different backgrounds. Whether in theatres or outdoor spaces, their performances blend elegance and depth, making art accessible to a wider audience.

A prime example is "Green Awakening" (2023), a contemporary dance piece that explores Malaysia's ecological beauty and cultural diversity. The production not only highlighted the intricate bond between nature and humanity but also reflected the company's engagement with social issues. Its success reaffirmed the power of art as a bridge between cultures and communities.

### Beyond the Stage: Art Without Boundaries

Dua Space is more than a dance company—it is a catalyst for community engagement. Through workshops, educational programs, and outreach performances, they make dance an art form that everyone can experience and participate in.

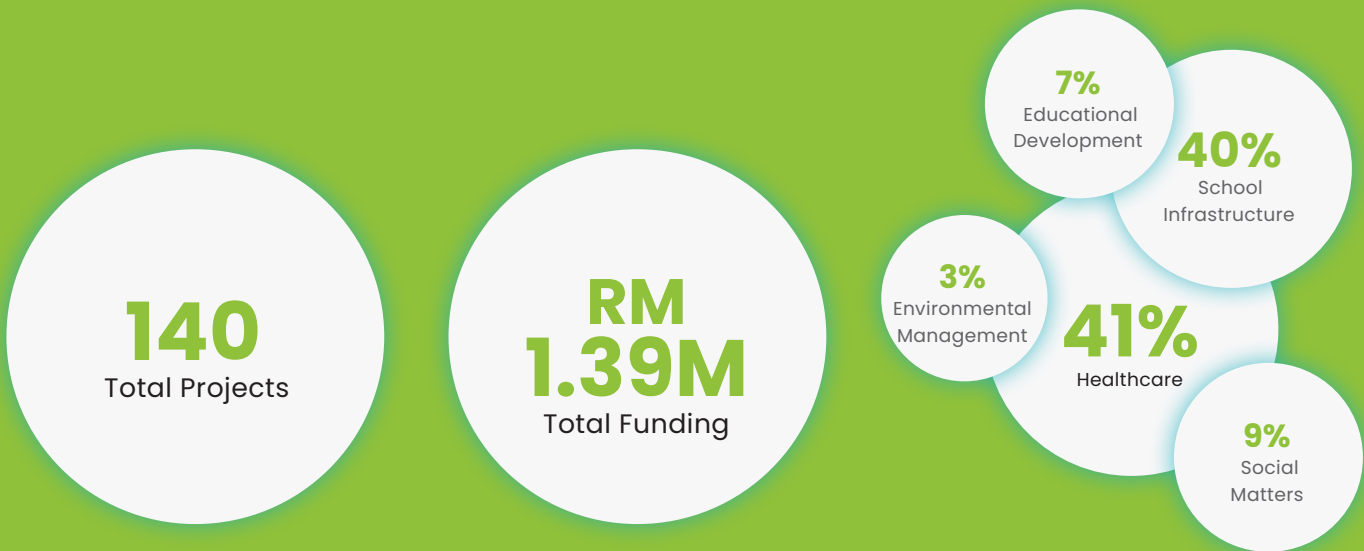
Their initiatives also empower marginalized communities, using dance as a tool for self-expression and personal growth. By collaborating with local creators on community performances, Dua Space brings culture closer to everyday life. Their efforts transform dance from a mere performance into a shared emotional experience that unites people.

<https://www.duaspace.com.my/>  
+6018-207 1005  
[dance@duaspace.com.my](mailto:dance@duaspace.com.my)

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.



LIST OF  
BENEFICIARIES & PARTNERS

EDUCATIONAL DEVELOPMENT	BOOK DONATION PROGRAM
Chung Hwa Independent High School, Kelantan	Imedia Info Sdn Bhd
Confucian Private Secondary School	Kelab Peminat Buku Komuniti
Erican Language Centre Sdn Bhd	Mentor Publishing Sdn Bhd
Home Dynamics Berhad	New Era Edu Sdn Bhd
Inxo Productions Sdn Bhd	PESAWA
J/K Pembinaan SMJK Kwang Hua	Sin Chew Media Corporation Berhad
JPK Enterprise - Education	
Kwang Hua High School Building Fund	
Lembaga Pengelola SMJK Yoke Kuan, Sekinchan	
Majlis Guru Besar SJKC Daerah Kuala Selangor	
Malaysian Social Entrepreneurs Foundation	
Persatuan Guru Besar SJKC Selangor Cawangan Sabak Bernam	
PIBG SJKC Yoke Kuan Sekinchan	
Rotary Club Bukit Kiara Sunrise	
Shining Forest Sdn Bhd	
SMJK Yoke Kuan Writing Competition	
Southern University College	
S P Setia Foundation	
UCSI Education Sdn Bhd	
Universiti Kebangsaan Malaysia	
Utar Education Foundation	
Yayasan Belia Buddhist Malaysia	
Yayasan Pendidikan Tzu Chi Malaysia	
FLOOD RELIEF	"LAPTOPS FOR CHILDREN" PROGRAM
Biofresh Growth Sdn Bhd	B40 Students (Primary School)
DAP Klang Utara	B40 Students (Secondary School)
Fo Guang Shan (Malaysia)	B40 Students (Higher Education Institution)
MCA Bahagian Temerloh	
SAPP	
Taiwan Buddhist Tzu-Chi Foundation	
	ANIMAL WELFARE
	Bornean Sun Bear Conservation Centre, Sandakan
	Persatuan Penyelamat Anjing Liar Daerah Sabak Bernam
	Save Ones Sight Mission Bhd
	COVID-19 PANDEMIC FUND
	Buddhist Tzu Chi Foundation
	Fo Guang Shan (Malaysia)
	Hospital Duchess of Kent, Sandakan
	Hospital Sungai Buloh
	Luyang Community Centre
	Oriental Daily Sdn Bhd
	Persatuan Kechara Soup Kitchen
	Persatuan Rumah Kanak-kanak Ini Disayangi
	Pusat Khidmat Peduli Rakyat Sabak Bernam
	Yayasan Asiaworks Selangor dan Wilayah Persekutuan
	Yayasan Sin Chew
	Young Malaysians Movement
	ENVIRONMENTAL MANAGEMENT
	Greening Sekinchan - Lailazim Deco & Nursery
	Greening Sekinchan - SMJK Yoke Kuan, Sekinchan
	Institut Penyelidikan Perhutanan Malaysia
	Persatuan Malim Gunung Kinabalu



# GREENING SEKINCHAN:

## Planting the Seeds of Sustainability

As environmental concerns grow, My Starfish Foundation has taken significant steps toward a more sustainable future. Since 2014, the foundation has led environmental initiatives in Sekinchan, Selangor, focusing on tree planting, community clean-ups, school greening, and ecosystem conservation—embedding sustainability into everyday life.

### Early Efforts: Trees and Clean-Ups

The initiative began in 2014 with the planting of 100 trees in collaboration with local authorities. Seven community clean-ups were also conducted across paddy fields and residential areas, improving hygiene and fostering a healthier environment.

### Expanding Impact: From Green Spaces to Conservation

In the following years, the foundation broadened its environmental efforts:

- 2015 – Planted 100 more trees in Taman Harmoni, further enhancing community greenery.
- 2016 – Organized coastal clean-ups at Sekinchan's mangrove beaches and maintained paddy field drainage systems.
- 2017 – Partnered with the Forest Research Institute Malaysia (FRIM) to map firefly populations along the Selangor River, aiding habitat conservation.
- 2023: Greening Sekinchan's Schools

Last year, the initiative reached a new milestone by transforming SMJK Yoke Kuan into a green campus. In collaboration with APPGM-SDG, Seeds Malaysia, and Pertubuhan Ikram Kuala Selangor, the project planted 1,750 trees and herbs over four months, enriching both the environment and student learning. This hands-on experience allows students to cultivate and harvest their own crops, reinforcing sustainable practices.

### Future Outlook: Growing Green Together

To ensure sustainability, the school has established a student-led committee responsible for ongoing plant care and management. The foundation also plans to expand the initiative to two more schools this year, further fostering environmental consciousness and action among students.



# SENDING LOVE TO THE FRONTLINES:

## Uniting to Fight the Pandemic

During the COVID-19 pandemic, Malaysia's healthcare system faced unprecedented challenges, with hospitals struggling due to shortages of personal protective equipment (PPE) and critical medical supplies. In response, My Starfish Foundation swiftly partnered with Valley of Hope to launch the "Sending Love to the Frontlines" fundraising campaign.

### Fundraising & Impact

Running from July 12 to October 15, 2021, the campaign raised RM2.64 million with support from 3,709 donors, directly benefiting 14 hospitals nationwide, including:

- Selangor – Sungai Buloh Hospital, Serdang Hospital, Ampang Hospital.
- Kedah & Perak – Sultan Abdul Halim Hospital, Taiping Hospital.
- Penang & Kuala Lumpur – Kuala Lumpur General Hospital (HKL), Penang General Hospital.
- East Malaysia – Miri Hospital, Duchess of Kent Hospital Sandakan.
- Delivering Critical Medical Aid

Funds were strategically allocated to purchase and distribute urgently needed medical supplies:

- Essential Equipment – ICU ventilators, oxygen concentrators, hospital beds, and more to improve patient care.
- Personal Protective Equipment (PPE) –
  - ◊ 71,047 isolation gowns
  - ◊ 94,670 protective head covers
  - ◊ 40,000 face shields
  - ◊ 208,481 boot covers
- Ensuring frontline workers' safety and well-being.
- Medical Devices – ECG machines, infusion pumps, suction machines, and other vital hospital equipment.

<https://www.valleyofhope.my/>  
6012-850 3314  
[carensharesociety@gmail.com](mailto:carensharesociety@gmail.com)

### A Collective Effort of Care & Support

Beyond providing critical resources, this campaign demonstrated the power of collective action during a crisis. The overwhelming public response not only addressed immediate healthcare needs but also uplifted frontline workers by reinforcing that they were not alone in the fight.

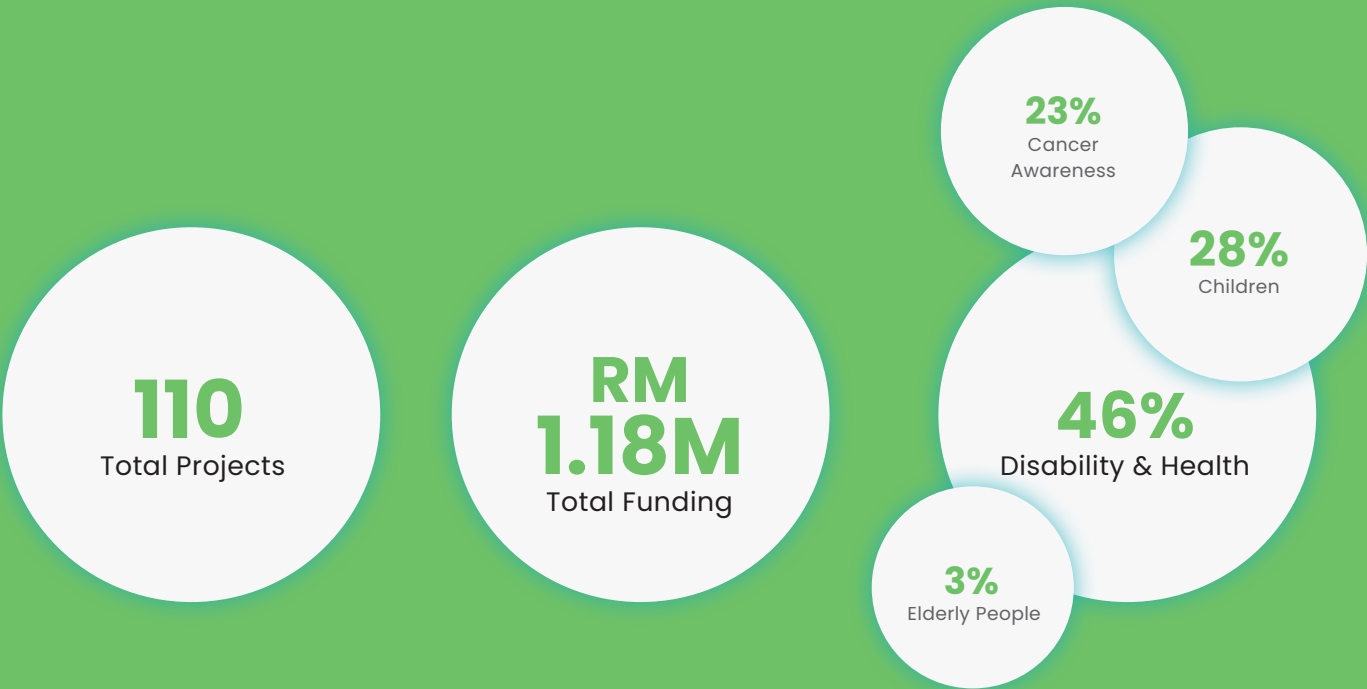
"Sending Love to the Frontlines" is a testament to the strength of community-driven philanthropy. Through My Starfish Foundation's coordination, donations transformed into tangible relief for healthcare workers and patients.





# 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.



## LIST OF BENEFICIARIES & PARTNERS

CHILDREN	DISABILITY AND HEALTH
FunGates Superflow Foundation	Beautiful Gate Foundation For The Disabled
Havan Enterprise Sdn Bhd	Dignity for Children Foundation
Kelab Belia Kalsom	Dual Blessing Berhad
Malaysian Social Entrepreneurs Foundation	Hope Training Centre
Pemulihan Dalam Komuniti Tunas Sri Teruntum	Kechara Soup Kitchen Society
Persatuan Jurulatih Atletik Paralimpik Malaysia	Kelab Sosial dan Kebajikan Harmoni Miri
Persatuan Kebajikan Harmoni Kuala Lumpur dan Selangor	Kuching Autistic Association
Persatuan Kebajikan Sinar Cahaya Istimewa Kuala Lumpur	Lions Club of Ampang
Persatuan Kebangsaan Autisme Malaysia	MAA Medicare Kidney Charity Fund
Persatuan Kelab Kiwanis Malaysia	Majlis Penempatan Sungai Buloh
Persatuan Prihatin Bukit Subang Selangor	Malaysia Veganlife Association
Persatuan Rumah Kebajikan Rita	MyProjek04
Pertubuhan Kebajikan Anak Yatim Mary Kuala Lumpur	Penang Save Earth Association
The KL & Sel Chinese Assembly Hall	Perak Parkinson's Association
	Persatuan Dialisis Cahaya Kuching
	Persatuan Kebajikan Berkat Berganda (Shuang Fu) Johor Bahru
	Persatuan Life Line Malaysia
	Pertubuhan Kebajikan Amal En Xin Negeri Sembilan
	Sabah Society for the Deaf
	Sarawak Society for the Blind
	Shah Alam Buddhist Society
	Simply Cookies Sdn Bhd
	The Befrienders Kuala Lumpur
	The Rotary Club of Gombak Charity Foundation
	The Selangor & Federal Territory Association for The Mentally Handicapped
	Qiantai Enterprise
	Yayasan Amal Tuan Yang Terutama Yang Dipertua Negeri Pulau Pinang
	Yayasan Asiaworks Selangor dan Wilayah Persekutuan
CANCER AWARENESS	NGO LEADERSHIP TRAINING FUND
BELove Cancer Society	HD Training House Sdn Bhd
Breast Cancer Welfare Association Malaysia	Leadership Resources (Malaysia) Sdn Bhd
Cancerlink Foundation	Persatuan Usahawan Maju Malaysia (PUMM)
Cancer Research Malaysia	Samakita Healthy Living Sdn Bhd
IDC Creative Motivation Sdn Bhd	Young Malaysians Movement
International Rehabilitation of Cancer Association	
Kasih Hospice Foundation	
Hospis Malaysia	
PPUMCare	





# PERSATUAN KEBAJIKAN SINAR CAHAYA ISTIMEWA KL: Bringing Light to Special Lives

Persatuan Kebajikan Sinar Cahaya Istimewa Kuala Lumpur, a non-profit organization in Malaysia, is dedicated to serving children with special needs and their families. Through education, life skills training, and emotional support, they help these families navigate challenges while ensuring they feel the warmth of community care and inclusion.

## Empowering Lives with Hope and Support

The organization runs various programs aimed at enhancing the independence and abilities of children with special needs. At the same time, they provide resources and support for parents, equipping them with the confidence to navigate life's challenges. From basic life skills to vocational training, these initiatives not only help children realize their potential but also create a support system for their families.

## Collaboration with My Starfish Foundation

Over the years, My Starfish Foundation has played a key role in supporting Persatuan Kebajikan Sinar Cahaya Istimewa through critical funding. This support has helped improve learning environments and facilities, creating a more conducive space for children to grow and develop. Additionally, funding has enabled training programs that have benefited more families. In a letter of appreciation, the organization highlighted how this assistance has provided children with a better environment for growth, offering them greater opportunities through education and training.



## Building a More Inclusive Future

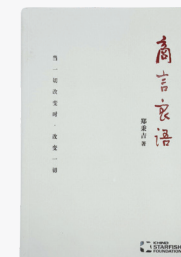
With the support of My Starfish Foundation, the organization has expanded its impact within the community. Beyond improving infrastructure, they have successfully built a compassion-driven support network, ensuring that children with special needs and their families feel embraced and accepted by society.



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# BOOK PUBLISHING: Preserving Stories, Inspiring Change

From personal cancer journeys to community-driven initiatives, these publications serve as resources of hope and empowerment, bridging gaps in awareness and providing invaluable support to those in need. By funding and facilitating book projects, the foundation extends its mission beyond direct action—ensuring that the voices of changemakers continue to resonate for generations to come.



Shang Yan Liang Yu  
《商言良语》(2018)

Cheng Ping Keat 郑秉吉

A collection of concise essays and reflections, this book presents the author's perspectives on various topics, providing readers with thought-provoking insights and wisdom.



Blessing In Adversity  
《幸福的苦命人》(2020)

Teoh Poh Yew 张宝幼

This narrative explores the lives of individuals who, despite facing hardships, find happiness and fulfillment. It sheds light on their resilience and the pursuit of joy amidst adversity.

*Portion of Proceeds donated to Perak Parkinson's Association*



Challenging the New Normal  
《新常态下弯道超车》(2020)

Cheng Ping Keat 郑秉吉  
Siaw Suk Ping 邵淑萍

Focusing on strategies to excel in competitive environments, this book discusses how individuals and businesses can leverage unique approaches to outperform competitors, especially in challenging situations.

*Portion of Proceeds donated to Cancer Research Malaysia*



Drive - How to Motivate Yourself and Others (2021)

Dr. Sia AH

Introduction: This book offers practical strategies and insights into self-motivation and inspiring others. It delves into the psychology of motivation, providing readers with tools to drive personal and team success.



The Survivor is King  
《剩者为王: 罗Sir的财经世界》(2021)

Loh Wei Hoong 罗炜雄

In this compilation of 55 essays, the author shares his observations and insights into the financial world, discussing how businesses can navigate challenges such as technological disruptions and economic downturns to emerge stronger.

*Portion of Proceeds donated to Bald & Beautiful 4.0*

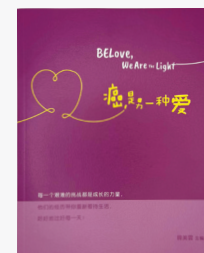


Sixty  
《六十》(2022)

Cheng Ping Keat 郑秉吉

Marking the author's 60th year, this memoir reflects on personal and professional milestones, sharing lessons learned and experiences gained over six decades.

*Portion of Proceeds donated to Life Line Association Malaysia*



BELove, We Are The Light!  
《癌, 是另一种爱》(2024)

Han Mei Joon 韩美云

Translating to "Cancer is a Kind of Love," this book shares heartfelt stories of individuals affected by cancer, highlighting the love, support, and resilience that emerge in the face of the disease.

*Portion of Proceeds donated to Bald & Beautiful 5.0 and BELove Cancer Society*



## CONTACT US

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**My Starfish Foundation**

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