

# CEO's REFLECTION

## A YEAR OF PURPOSE, PROGRESS AND PARTNERSHIP

“ In 2024, Yayasan JCorp embraced challenges as opportunities, achieving meaningful milestones that reflect our unwavering commitment to empowering individuals, uplifting communities, and contributing to Malaysia’s sustainable development. Guided by a vision of inclusivity and innovation, we focused on initiatives that not only address immediate needs but also sow the seeds for long-term growth and resilience. ”



### EXPANDING EDUCATIONAL OUTREACH

Education is a cornerstone of progress, and one of the most powerful drivers of change is the way teachers teach. By transforming teaching methodologies, we are not only enriching classrooms but also shaping the future of entire generations. Our successful rollout of STEM workshops in Singapore, where we equipped 40 teachers with innovative teaching strategies, demonstrates the power of this approach. As we bring this initiative to Malaysia, we are not just fostering a passion for science, technology, engineering, and mathematics – we are shaping the way knowledge is delivered, ensuring a lasting impact on the next generation of innovators. Equally transformative was our Smart Farming Greenhouse initiative, supported by RM214,950 in funding. This project provided 120 students with hands-on tech-based agricultural training, showcasing the potential of sustainable, income-generating ventures.

Looking ahead, we are committed to harnessing the power of technology to make education more accessible and engaging. By adopting a data-driven approach, we will analyse student performance and needs to tailor content and interventions, ensuring every learner has the opportunity to thrive. Additionally, we will expand digital platforms, including online learning tools and virtual workshops, to bridge the gap for underserved and rural communities.



**ZAIDATUL ZURITA**

**ABDUL RAHMAN**

Chief Executive Officer



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## CELEBRATING ARTS AND CULTURE

In arts and culture, initiatives like Pentas Seni Johor and the Wonderful Art Nusantara exhibition shone a spotlight on the incredible talent within our nation, especially for *Bangsa Johor*. The Yayasan JCorp Art Gallery initiative was also launched in August 2024 within KPJ Bandar Dato' Onn Specialist Hospital, in collaboration with the Johor Art and Creative Design Association (SERUPA 2), to merge the therapeutic power of art with the hospital environment. Themed "Bridging Art and Care," the ongoing exhibition features 80 works by 20 local artists and aims to integrate the healing power of art into the healthcare environment, enhancing the hospital experience for patients, visitors, and staff alike. These platforms not only generated RM50,000 in income for local artists and artisans but also celebrated their creative expression, contributing to the growth of Malaysia's vibrant creative economy.

Through collaborations with local and international artists, we aim to preserve Johor's rich heritage while inspiring new audiences to appreciate the beauty of our traditions. Upcoming in 2025 will be an initiative to celebrate the craftsmanship of Tenun Johor to ensure the legacy lives on for future generations.

## CHAMPIONING ENVIRONMENTAL SUSTAINABILITY

Our commitment to environmental conservation continues to drive meaningful change. Over the past year, our river clean-up campaigns mobilised 400 dedicated volunteers, removing 875kg of waste and reinforcing community responsibility towards protecting our natural resources. To further promote sustainable waste practices, we launched a recycling hub at B5 Johor Street Market in the heart of Johor Bahru, providing a convenient platform for responsible waste disposal.



Beyond waste management, we are actively restoring and protecting vital ecosystems. As part of our efforts to enhance coastal resilience and support Johor Plantations Group's 1 Million Roots for the Future initiative, which aims to plant one million trees by 2033, we planted 1,000 mangrove trees at Pulau Tanjung Surat, Kota Tinggi. Our mangrove tree planting initiatives contribute to coastal resilience, enhance biodiversity, and mitigate climate change impacts. Through continuous community engagement and strategic partnerships, we strive to inspire lasting change and cultivate a culture of sustainability for generations to come.

## SUPPORTING AND EMPOWERING COMMUNITIES

In 2024, Yayasan JCorp remained steadfast in our mission to uplift vulnerable communities by addressing critical health and well-being challenges. Through the "Strong Minds, Strong Bonds" programme, held in partnership with KPJ Puteri Specialist Hospital and Cerebrum, we championed mental health awareness and provided caregivers of autistic children with essential knowledge and support. With a combination of forums and workshops, the initiative empowered participants with practical tools to navigate mental health challenges. Reaching over 80 attendees and more than 1,000 online viewers, it reinforced the importance of community-driven support systems.

Additionally, in collaboration with Yayasan Sultan Ibrahim Johor, we extended care to 290 patients at Hospital Sultanah Aminah, Johor Bahru including children, new mothers, and the elderly. To promote maternal and infant well-being,

we provided breastfeeding care packs, aligning with the Ministry of Health's baby-friendly hospital initiative. For the elderly, we distributed essential care kits to enhance their comfort and quality of life, reaffirming our commitment to holistic healthcare support.

Looking ahead, we are committed to scaling our impact by deepening community engagement and forging strategic partnerships. By continuously evolving our initiatives to address emerging societal needs, we aim to drive meaningful change, uplift lives, and contribute to a healthier, more resilient Malaysia.

## GRATITUDE AND COMMITMENT

None of these achievements would have been possible without the dedication of our team, the support of our stakeholders, and the trust of the communities we serve. I would like to extend my heartfelt gratitude to our stakeholders—government agencies, NGOs, and the private sector for their unwavering support and collaboration. To the incredible team at Yayasan JCorp, your passion and dedication inspire me daily. Together, we have made strides towards a better future, and together, we will continue to strive for excellence.

Thank you for believing in our mission and joining us on this journey. Let us move forward with humility, purpose, and a shared commitment to creating a brighter tomorrow for all.

With gratitude,

**Zaidatul Zurita Abdul Rahman**  
Chief Executive Officer