

# 2022 ANNUAL REPORT

The Hope Project







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#### **SUMMARY**





As Malaysia enters the endemic phase for COVID-19 on the 1st of April 2022, all resumption of physical activities were done with care. With health measures in place, we celebrated World Autism Awareness Month this year via remote means and continued to gradually reintroduce physical events throughout the year. Our #LoveSomeonewithAutism social media campaign was launched on the 1st of April via an online premiere featuring our campaign video! A series of social media resource was also released on social media in accordance to the campaign. We have had various partners join us in raising awareness and acceptance for individuals with autism. We also launched a new collection of merchandise with a wider range of items in hopes of raising more funds to support our continued efforts. Throughout the year, we continued having various talks, meetings and partnerships with many organisations.

We continue to place emphasis on reaching out to more individuals with autism through the provision of services. In doing so, we continued our collaboration with the National Autism Society of Malaysia (NASOM) to train all their teachers in two centres as well as collaboratively work towards helping the children learn. On top of it all, we also continued producing videos for our Autism at Home online resource platform featuring a series of videos created to teach effective strategies to support an individual with autism.

Following our 6<sup>th</sup> year anniversary, we are also elated to announce that The Hope Project is now registered as a non-profit organisation under the name of "Early Autism Hope Project". As we move forward, we strive to continue reaching out to more individuals with autism and their families!





This report details the outworking of the initiative from January to December 2022 as well as the financial outcomes within this time period. Produced internally, this report aims to uphold the core values of accountability and transparency in managing a non-profit organisation that collaborates with various sectors of the community for the best interests of individuals with autism.

For any further information about The Hope Project, contact projects@autismmalaysia.com or give us a call at 03 2094 0421 during our business hours: Monday to Friday [8:30am - 5:00pm].

The Hope Project was established in October 2016 by Early Autism Project Malaysia (EAP).





#### **CAMPAIGNS**





#### WORLD AUTISM AWARENESS DAY PREMIERE

As Malaysians prepared to resume daily routines physically beginning April, all of us at The Hope Project started off the World Autism Awareness Month with an online World Autism Awareness Day Premiere. As we continue to strive towards awareness and acceptance, various partners and members of the public were invited to join us for the launch of our 2022 campaign video and #lovesomeonewithautism social media campaign!

We had a total of 100 participants in the premiere and was able to share all about autism, what we do, and how the community can be advocates as well. We were also honoured to be able to have an individual on the autism spectrum share about his efforts in advocacy!

#### 2022 WORLD AUTISM AWARENESS DAY PREMIERE















#### SOCIAL MEDIA ACCEPTANCE CAMPAIGN

The #LoveSomeoneWithAutism campaign continued this year with all of us at The Hope Project raising awareness and acceptance for individuals with autism by sharing themselves in blue as well as sharing the reasons why they love someone with autism.

As part of the efforts in raising awareness, it is important to first understand what autism is and the myths surrounding it. While to strive towards building acceptance and inclusion, The Hope Project team strived to highlight the strengths of individuals with autism by sharing our "Did you know" resource series as well as to empower members of the public to play a part in being an advocate through our "How we can help" resource.

Throughout the month of April and across all social media platforms, the posts had a reach of 54,000 through a combination or reach from social media influencers such as Arrayyanhijrah as well as partners like GSC Malaysia!



Below is the resource on what autism is:





Below is the resource on Myths and Facts:





Below is the resource on Did You Know:





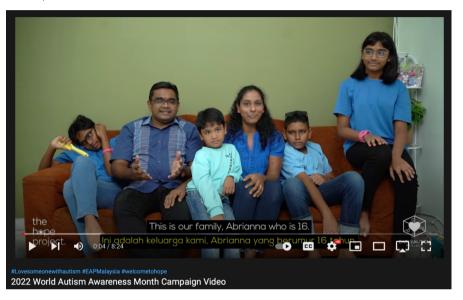
Below is the resource on How We Can Help:





# 2022 WORLD AUTISM AWARENESS MONTH CAMPAIGN VIDEO

In our continued efforts to raise awareness for autism, The Hope Project team had the honour to film a story of hope of a family with 4 children, 2 of whom are on the autism spectrum. The video featured the family's journey with their two children on the spectrum, the challenges that they have faced and an important message to members of the public.



This campaign video was produced and directed by Shan Sze Tho and filmed by Stories.my. In addition to the crew, The Hope Project team was also joined by two child volunteers, Asha Grace Kay Cheryan and Rohan Joshua Cheryan who had generously offered their time and friendship to the family.





As part of the challenge involved eating in public, the team and family was able to have a scene filmed at Goodness Grazious. Through their generosity in offering the space for filming, the scene was made possible.



Since the release on 2<sup>nd</sup> of April 2022 until 29<sup>th</sup> June 2022, the video has garnered 3,700 views and 16,435 reach through all social media platforms! There were viewers from India, US, Malaysia, UK, Philippines and Canada too! All of us at The Hope Project would aim to continue towards producing more autism awareness videos that are easily accessible for everyone.

2022 World Autism Awareness campaign video can be viewed here: <a href="https://www.youtube.com/watch?v=0xq5UgOmmio&t=4s">https://www.youtube.com/watch?v=0xq5UgOmmio&t=4s</a>



#### 2022 MERCHANDISE

Since the last release of new merchandise in 2019, the team at The Hope Project decided to launch a new series of merchandise in 2022! This time round, the line of merchandise included T-shirts, canvas bags, disposable face masks for children and adults, four different scents of sanitisers, umbrella, activity box and candles! All profits will go to support The Hope Project's outreach efforts.

The products are available on EAP Malaysia website: https://autismmalaysia.com/store/





#### SCHOOL TRAINING WORKSHOPS

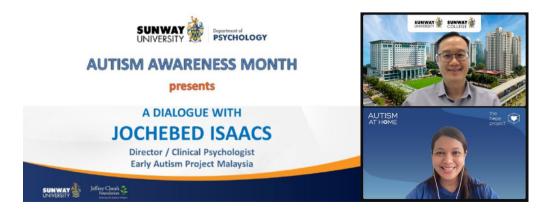
With schools finally opening up, we aimed to continue reaching out to schools in order to support the teachers and nurture inclusion in school settings. Through that, we were able to speak to the teachers at Treetop International School as well as Tenby International School Setia EcoHill with the aim of supporting the teachers in creating a more inclusive classroom.



#### UNIVERSITY REACH

In conjunction with World Autism Awareness Month, the Department of Psychologyat the School of Medical and Life Sciences, Sunway University invited our director, Jochebed Isaacs to a dialogue. Together with Asst. Prof. Dr. Alvin Ng, Jochebed had the opportunity to discuss the misconceptions, the challenges faced and the autism literacy in Malaysia.

Following that, Sunway University will be starting a Master of ABA and Jochebed Isaacs was also provided the opportunity to be an industry advisor for the development of this programme.







#### CORPORATE PRESENTATIONS

Besides from school-going children, all of us at The Hope Project also continue to strive towards supporting the creation of more inclusive workplaces by discussing about what autism is, how to work with individuals with autism and being accepting. In line with that, we were honoured to be able to speak to IPG Media Brands on the 13<sup>th</sup> of April 2022. It was a great honor and we hope to be able to continue speaking to more organisations in the future.





### GSC Malaysia: Autism Movie Screening, Sensory Screenings and Staff Training

As part of GSC Malaysia's efforts towards raising awareness for individuals with autism and working towards creating a more inclusive society, we were honoured with the opportunity with partner and support them in their cause. Starting off the partnership, GSC Malaysia launched an autism movie screening featuring, "The Reason I jump" and "The Specials". The movies were screening from April 14 to May 4, 2022. With each ticket sold for both of these movies, RMI went to The Hope Project and two other autism related organisations! As part of their efforts, GSC raised a total of RMI0,000 for The Hope Project!



Following that, GSC Malaysia initiated the efforts towards launching sensory-friendly cinema halls. We have had the honor to work with their team on making adjustments for the cinema halls as well as training the staff in equipping them with strategies to support individuals with autism! Two trainings on 12<sup>th</sup> May and 7<sup>th</sup> September were conducted.



GSC team training (12th May 2022)



GSC team training (7<sup>th</sup> Sept 2022)



GSC team training (7<sup>th</sup> Sept 2022)



#### UTme! WITH UNIQLO MALAYSIA

In continuation of our partnership with UNIQLO Malaysia, we were honoured to have the UTme! collaboration continue until Dec 2022. UTme! is an exclusive machine in UNIQLO's branches at DA square and Farenheit 88 that allows customers to create their own unique T-shirt by combining unique sticker designs, photos, images and text in any way they like. The series of designs by The Hope Project featured a series of artwork by children at EAP Malaysia in order to celebrate individuals with autism and their unique strengths to see the world through a different perspective.





## AFTERBURN CROSSFIT AND TRAINING: AUTISM AWARENESS CHARITY CLASSES

Throughout the month of April, The Hope Project teamed up with Afterburn Cross Training and Fitness for 5 classes across 5 weeks. With the aim of raising awareness and funds in support of The Hope Project, Marcus Tan conducted and raised a total of RM778 in support of The Hope Project!



#### Collaboration with Dough Little Malaysia

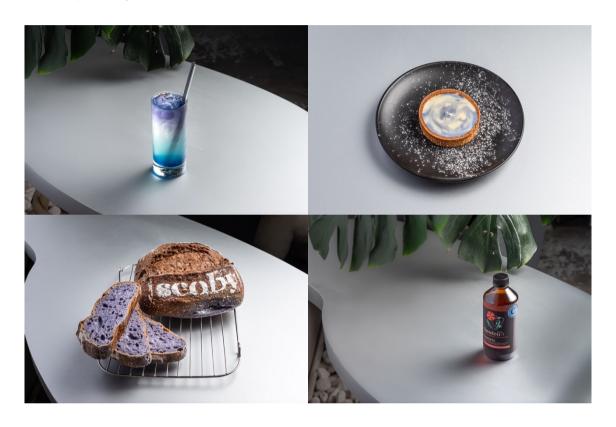
In conjunction with World Autism Awareness Month 2022, the team at Dough Little Malaysia extended their kindness and sponsored blue sensory rice to be included into our 2022 Activity Box!





#### Collaboration with Scoby Coffee and Booch

The team at The Hope Project also had the privilege to team up with Scoby Coffee and Booch to create a series of blue food items for sale at their café! The items for sale includes a blue drink, Kombucha, tart and sourdough bread. Through the collaboration, they have been able to raise RM1000 in support of all the efforts at The Hope Project.





#### Booths with Serena's Secret

Together with Dr Wan, Serena, Sofieya and family, The Hope Project has been invited in joining them to raise awareness for individuals with autism! On the 19<sup>th</sup> of August, The Hope Project team joined Dr Wan, Serena, Sofieya and their Chatime staff with autism at Thompson Hospital!





On top of that, they had also sold THP merchandise and gathered a total donation of RMI,240.00 in support of THP's efforts. Following the Thompson hospital booth, we have had 3 more opportunities to hold booths with Dr Wan, Serena and Sofieya, twice in British International School Kuala Lumpur (3<sup>rd</sup> October and 8<sup>th</sup> December) and once during the STAR Golden Hearts Awards (11<sup>th</sup> November).





Dr Wan and family also owns a Chatime in Thompson Hospital that hires individuals with Autism. The family trains and works with individuals with Autism to offer them the opportunity to thrive in a vocation.







Picture credit: The Rakyat Post

We would also like to extend our heartfelt congratulations to Serena who had won the 2022 STAR Golden Hears Awards and as the youngest award recipient ever. It has been incredible seeing the passion that this family has for individuals with autism and we hope to be able to continue working together.



Check out this video of Serena in an interview with STAR news: <a href="https://www.instagram.com/reel/Clx8JfXJs4T/?utm\_source=ig\_web\_copy\_link">https://www.instagram.com/reel/Clx8JfXJs4T/?utm\_source=ig\_web\_copy\_link</a>



# WORLD AUTISM AWARENESS MONTH HIGHLIGHT VIDEO

In highlighting all that has been done throughout World Autism Awareness Month, we produced a highlight video in celebrating the various efforts and partnerships.



You can view our WAAM 2020 highlight video here: <a href="https://youtu.be/Tho03UffVhs">https://youtu.be/Tho03UffVhs</a>





#### **SERVICES**





# TRAINING AND DEVELOPMENT OF TEACHERS IN THE NATIONAL AUTISM SOCIETY OF MALAYSIA (NASOM)

On 11th of January 2021, our partnership with NASOM began with the signing of an MOU.



Signing of the Memorandum of Understanding

In January 2021, we were able to complete the theoretical training of all of NASOM's teachers via Zoom. We trained the teachers on a total of 5 modules, amounting to 20 hours spread out from January to March 2021. The 5 modules were:

- 1. Introduction to Special Needs Education: 30th January 2021
- 2. Principles of ABA: 6th February 2021
- 3. Managing Challenging Behaviours: 27th February 2021
- 4. Foundational Skills and Prompting: 6th March 2021
- 5. Speech, Language and Communication: 13th March 2021









After a successful training of the teachers across the 5 modules, we were able to continue supporting NASOM Titiwangsa and NASOM Gombak physically. We were able to guide the teachers in the implementation the strategies taught during the 5 training modules. However, as the global situation for COVID-19 had caused intermittent closures of the centres, the support was put on hold from July to Dec 2021.







NASOM 1st Observation







NASOM first centre support

Beginning January 2022, the team at The Hope Project resumed support for both NASOM Gombak and NASOM Titiwangsa on a weekly basis. We began by first meeting the board members on the 11th of January 2022 to review and recap strategies for moving forward. Following that, we proceeded with centre observations once more on the 25th of January 2022.

Beginning February 2022, the team at The Hope Project went into both NASOM Gombak and NASOM Titiwangsa to support the teachers in various areas involved in effective implementation of programs. Throughout the year, we have supported a total of 20 teachers and impacted 87 children!



NASOM-EAP Renewal of MOU



Support strategies implemented



Throughout 2021 and 2022, EAP Malaysia has given in kind 1,141.48 supervisory, specialist and senior therapist hours from October 2020 to October 2022 not including travel time and costs.

#### 2021

| ACTIVITY                                  | TEAM INVOLVED   |        |
|---|---|--------|
| NASOM-THP Meetings                        | Jochebed Isaacs, Chau Yu Chen, Michelle Yong, Emma<br>Sajidah, Avi Ong  | 54.35  |
| NASOM Training 5<br>modules + preparation | Jochebed Isaacs, Chau Yu Chen, Emma Sajidah,<br>Michelle Yong, Nurul Huda, Alia Atiqa, Fiza, Jia Yun, Ying<br>Tong, Shakira |        |
| NASOM Centre Support                      | Jochebed Isaacs, Chau Yu Chen, Emma Sajidah,<br>Michelle Yong, Nurul Huda, Alia Atiqa                                       |        |
| NASOM Team Clinics<br>(internal)          | Chau Yu Chen, Emma Sajidah, Michelle Yong, Nurul<br>Huda, Alia Atiqa  | 35.5   |
|   | TOTAL   | 417.85 |

#### 2022

| ACTIVITY   | TEAM INVOLVED  |        |
|--|--|--------|
| NASOM-THP Meetings                                 | Jochebed Isaacs, Rachel Gomez, Michelle Yong,<br>Emma Sajidah, Sabine Fernandez, Alia Atiqa, Jeah<br>Hueey, Ili, Kaiyisah, Shakira, Fiza | 20     |
| NASOM Support<br>administration and<br>preparation | Jochebed Isaacs, Rachel Gomez, Michelle Yong,<br>Emma Sajidah, Sabine Fernandez, Atiqa, Jeah<br>Hueey, Ili, Kaiyisah, Shakira, Fiza      |        |
| NASOM Centre Support                               | Rachel Gomez, Michelle Yong, Emma Sajidah, Sabine<br>Fernandez, Atiqa, Jeah Hueey, Ili, Kaiyisah, Shakira,<br>Fiza                       | 465.15 |
| NASOM Team Clinics<br>(internal)                   | Jochebed Isaacs, Rachel Gomez, Michelle Yong,<br>Emma Sajidah, Sabine Fernandez, Atiqa, Jeah<br>Hueey, Ili, Kaiyisah, Shakira, Fiza      | 54.75  |
|  | TOTAL  | 723.9  |

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#### PENANG CENTRE VISITS

Our team also has had the opportunity to visit NASOM Butterworth, LemmeLearn Empowerment Center and Asia Community Service (ASC) on the 5<sup>th</sup> of August 2022. Through the visits, we were able to discuss topics related to individuals with special needs in Penang and particularly for those with Autism Spectrum Disorder. The visits have been fruitful and we are grateful for ASC, NASOM Butterworth and LemmeLearn for their hospitality.

You can find out more about the visits here: <a href="https://www.autismmalaysia.com/eap-in-penang/">https://www.autismmalaysia.com/eap-in-penang/</a>











## SUHAKAM OKU CELEBRATION AND HUMAN RIGHTS FORUM

In conjunction with the International People with Disabilities Day on the  $3^{\rm rd}$  of December, our director Jochebed Isaacs was honoured with the opportunity to celebrate with SUHAKAM on the  $6^{\rm th}$  of December through a movie screening! Following that, we were then invited to virtually join a forum on the  $10^{\rm th}$  of December themed, "Strengthening and Enhancing by Human Rights Towards Leaving No One Behind".

It was both insightful and inspiring as the panel discussed on enhancing awareness of the link between human rights and the Sustainable Development Goals (SDGs). The panel also discussed the global and national commitments in ensuring that no one is left behind. As we move forward together as a nation, we hope to continue the conversation surrounding individuals with special needs and begin advocating for actions to protect the rights of special needs individuals.









# MEETING WITH MINISTRY OF EDUCATION OF MALAYSIA

In striving towards building a more inclusive society, we were graced with two opportunities to participate in a focus group for 'PLANMalaysia' on the 12<sup>th</sup> of May and once more on the 25<sup>th</sup> of October 2022. Plan Malaysia aims to build a special needs friendly city. On the 12<sup>th</sup> of May 2022, our director, Jochebed Isaacs attended along with Rachel Gomez, THP senior supervisor.

On the 25<sup>th</sup> of October 2022, our head of clinical operations, Charmaine attended the focus group alongside Malaysia's Pengarah Pembangunan, YBrs. TPr Haji Hassan bin Yaakob. The meeting was also attended by Professor Hasnah Toran, Dr Choy from OASIS, Melissa Hashim from Sunway Putra Mall, Mr. Daniel from ANIS, Pn Farhana, Pn Jasmine, Pn Aisyah and En Sulaiman.

We hope to continue making an impact and that the project succeeds in building an inclusive city!



Plan Malaysia Meeting (12th May 2022)



#### OTHER ADDITIONAL MEETINGS

It has been incredibly heart-warming to have also had the opportunity to meet various other organisations that have been making a difference. Some of the organisations that we have met with includes IHH Healthcare, Hospital University Malaysia Sabah and Hope for Ghana!





Meeting with Hope for Ghana

Meeting with IHH Healthcare



Meeting with HUMS





#### **RESOURCES**





#### AUTISM AT HOME ONLINE RESOURCE PLATFORM

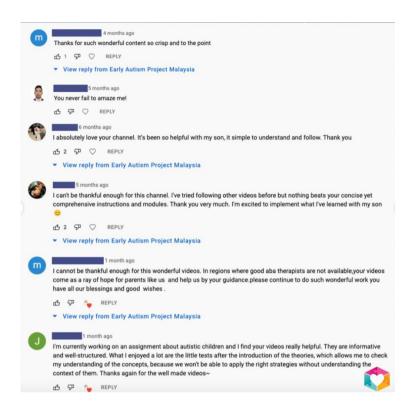
Through the continued support of all donors and contributors, the team at Autism at home had been able to continue the production of resource videos for the Autism at home platform. Autism at home features multiple series of interactive resource videos teemed with the best strategies utilized by Applied Behavioral Analysis (ABA) professionals all across the world. Since its launch in April 2020, the platform has steadily grown and currently has garnered a total of 1,649 subscribers and a total viewership of more than 370,000! Some of the top viewership countries includes Malaysia, USA, India, UK, Australia, Philippines, Canada, Trinidad & Tobago, Singapore and even Brunei.

Up until November 2022, we had also been able to release a total of 31 videos for 4 series in this current year. Since the launch of Autism at Home in April 2020 up until November 2022, we have released a total of 107 videos across 16 series! We have also been able to create and release a total of 225 English and 184 Malay downloadable resources.





The videos themselves have also garnered support from many parents, professionals and members of the public!



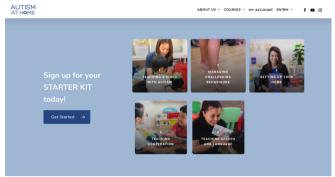
Following these 16 released free series, 2 more paid series (Building Language & Pre-Academics) have been filmed and are to be launched. These series will be at a special introductory price at RM49.90 (original price is RM149.90) and with the vision that the Autism At Home Platform can become self-sustaining.

The planned topics for 2023 includes:

- 1. Building Language (Paid)
- 2. Pre-Academics (Paid)
- 3. Social Skills
- 4. Community Skills
- 5. Advanced Expressive Language
- 6. Preparing for School
- 7. Games
- 8. Daily Living Skills







The Autism at Home website can be accessed here: <a href="http://www.autismathome.co">http://www.autismathome.co</a>

EAP has contributed in kind all the content, resource and a total of 720 supervisory and staff hours in 2022 as part of our efforts to make world-class services accessible to all!

| ACTIVITY                               | TEAM INVOLVED   | HOURS |
|--|-----------------|-------|
| Resource development (content,         | Jochebed Isaacs | 560   |
| scripts, website, editing, publishing, | Emma Sajidah    |       |
| articles)                              | Sook Yee        |       |
|  | Alya            |       |
| Filming of content                     | Jochebed Isaacs | 40    |
|  | Emma Sajidah    |       |
|  | Hoay Chiing     |       |
|  |                 |       |
| Translation of content                 | IIi, Azreen     | 120   |
|  |                 |       |
|  | Total hours:    | 720   |

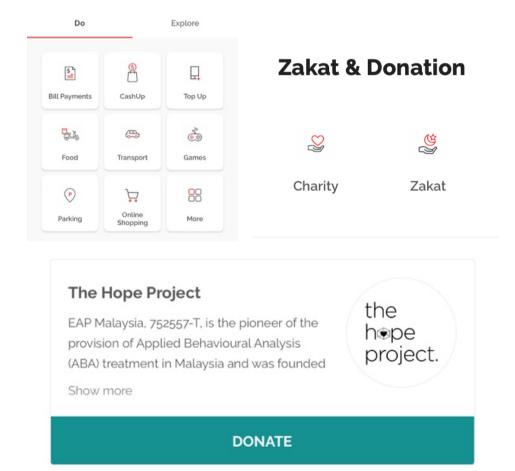






#### PARTNERSHIP WITH BOOST APP, AXIATA DIGITAL

The partnership with Boost continued in 2022 in hopes of raising funds to support The Hope Project. Through the Boost app, users can donate amounts from their e-wallets to the organisation of their choice. In this partnership, we were honoured the opportunity to continue being on their list of non-profit organisation where The Hope Project can receive donations from their users. From January to up to 15<sup>th</sup> December 2022, we have managed to raise a total of RM 2,161.81 in support of The Hope Project's efforts. As we continue on this partnership, we would like to extent out utmost gratitude for all Boost users and donors for their generosity.







#### **CONTRIBUTIONS**

In collaboration with various partners and EAP team members, we successfully raised RM45,006.16 to continue The Hope Project's efforts in making world class services accessible to all. All funds raised goes to support The Hope Project's efforts in campaigns, development of resources and provision of services for the future.

We would like to extend our utmost gratitude towards all organisations and individuals who have contributed to the above funds.

Early Autism Project Malaysia has also in kind, given time and hours of staff members within the organization amounting more than 1,609 cumulative hours from January to December 2022, across various supervisors, specialists, senior therapists and team members in EAP. The hours are utilized in the various parts of The Hope Project under campaigns, services and resources.

| Campaign                 | Development of material                                   | Filming of Campaign<br>(Team)         | Total hours |
|--------------------------|---|---------------------------------------|-------------|
| WAAD<br>Campaign Video   | 22 hours  | 40 hours                              | 62 hours    |
| Campaign                 | Development of material/preparation                       | Running of Campaign<br>(Team)         | Total hours |
| Social Media<br>Campaign | 55 hours  | 5 hours                               | 60 hours    |
| Public presentations     | 5 hours   | 10 hours                              | 15 hours    |
| Booths                   | 10 hours  | 18 hours                              | 28 hours    |
| Services                 | Planning, preparation of materials, translations          | Implementation<br>(team)              | Total hours |
| NASOM training           | 259 hours   | 465 hours                             | 724 hours   |
| Resources                | Preparation,<br>development of<br>materials, translations | Filming and editing of videos/Editing | Total hours |
| Autism at Home           | 680 hours   | 40 hours                              | 720 hours   |
|                          |   | Total hours                           | 1,609 hours |





#### **MOVING FORWARD**







Awareness about accurate diagnosis and treatment



Implementation of national standards in the field of autism



Increased access to research-proven, effective therapy

2022 has been a year filled with outreach efforts guided towards reaching The Hope Project's core objectives through campaigns, services and resources. As we continue into 2023, we aim to continue all of our efforts towards The Hope Project's vision of making world class services accessible to all. The table below features our upcoming plans for 2023.

## WORLD AUTISM AWARENESS MONTH 2023 CAMPAIGN

With the theme of "Becoming Autism Friendly", we strive towards advocating for inclusion in the upcoming year. We will be continuing our efforts in raising awareness through social media, campaign video, trainings and workshops. We will also be restarting our school acceptance campaign.

#### **AUTISM FRIENDLY OUTLETS**

In our efforts towards inclusion, we have also launched our Autism Friendly Outlets project whereby different services and outlets can be autism friendly. Together with THP, services can be trained and accommodations can be made to be more inclusive of special needs.



# TRAINING AND DEVELOPMENT OF NASOM TEACHERS

We aim to continue supporting the teachers in NASOM through a supervision model, growing one step towards higher quality services for individuals with autism in the B40 and M40 communities.

## AUTISM AT HOME RESOURCE PLATFORM

Moving forward in resources, we will continue to develop and build the resources within Autism at Home by adding more lessons and units of learning for the public to access.

# PROVISION OF SUBSIDISED THERAPY PROGRAMMES

EAP will be committing to develop one subsidised service for a migrant worker's child for 2023 with the funds by a sponsor.

# DEVELOPMENT OF FURTHER RESOURCES

The EAP and THP team will continue to innovate to create resources and utilise technology to help support more families with autism internationally.

We look forward to the next steps in The Hope Project's journey and making a bigger impact in 2023! All fund raising efforts including the sales of merchandise will continue in order to support The Hope Project's outreach initiatives.





#### **CONTACT US**





For further information or clarification about this report, do contact us via email at projects@autismmalaysia.com or give us a call at 03 2094 0421.

Keep updated with us through our website and social media links:

- o www.autismmalaysia.com/thehopeproject
- o www.facebook.com/eapmalaysia
- o www.instagram.com/eapmalaysia
- o www.instagram.com/eaphopeproject
- o www.youtube.com/autismmalaysia

A massive thank you to everyone who has been a part of the journey with The Hope Project thus far. We look forward 2023 and making a greater impact in all that we do.

#### Prepared by:

#### Michelle Yong

The Hope Project Administrator & EAP Supervisor 19th December 2022

#### Reviewed by:

#### Jochebed Isaacs

**EAP Director** 

19th December 2022