

2025 ANNUAL REPORT

THE HOPE PROJECT

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SUMMARY

2025 has been a year of meaningful growth, impactful collaborations and continued progress towards The Hope Project's mission of making world-class autism services accessible to all. Through awareness campaigns, professional training, community partnerships and accessible resources, we continued empowering individuals with autism, their families, educators and professionals across Malaysia.

A key milestone this year was the **SALAM Autisme Yayasan Sime Darby 2025 Grant**, in partnership with Yayasan Sime Darby and the Ministry of Finance Malaysia, where **200 teachers from all 14 states** received scholarships for our Applied Behaviour Analysis Training (ABAT) course. In addition, **20 teachers** from non-profit centres received supervision hours from our BCBA, collectively benefiting **more than 800 children** nationwide through improved autism support and early intervention.



World Autism Awareness Month 2025 saw the launch of our **EMPOWER!** campaign, encouraging greater understanding, acceptance and early intervention for autism. As part of the campaign, **Dr Say Shazril and Dr Azura Abas** shared their family's autism journey in our awareness video, which reached **more than 560,000 views** across YouTube, Facebook and Instagram. We also continued promoting inclusion through our **Kindness Starts With Me** school campaign, reaching almost **1,500 students** across three schools, alongside **20 talks, trainings and presentations** delivered to schools, universities and corporate organisations nationwide.



Throughout the year, we continued expanding our free educational resources through **Autism At Home**, releasing two new video series and the **Autism At Home Starter Pack** in Bahasa Malaysia to support even more families, caregivers and educators with accessible, evidence-based autism resources.

One of the year's proudest milestones was the conferment of the **Honorary Degree of Doctor of Laws (Honoris Causa)** upon **Dr Jochebed Isaacs**, Founder of The Hope Project and Director of Early Autism Project Malaysia, by the **University of Nottingham Malaysia**. This prestigious recognition celebrates more than two decades of her unwavering dedication to advancing autism awareness, intervention, professional training and accessibility, while reflecting the collective impact made possible through the support of our team, partners, donors and the wider autism community.



As we reflect on the achievements of 2025, we remain deeply grateful to every partner, donor, volunteer, family and supporter who has journeyed alongside us. Together, we look forward to continuing our mission of creating a more inclusive future where quality autism services, support and opportunities are accessible to all.

For any further information about The Hope Project, contact projects@autismmalaysia.com or give us a call at 03 2201 0251 during our business hours: Monday to Friday [8:30am – 5:00pm].



the
hope
project.

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

CAMPAIGNS

2025 WORLD AUTISM AWARENESS MONTH CAMPAIGN VIDEO

As part of our World Autism Awareness Month campaign, we released our annual awareness video featuring Dr Say Shazril and Dr Azura Abas as they shared their family's journey with autism. Their story highlighted the importance of early identification and intervention, offering hope and encouragement to families beginning their own autism journey.



Key Highlights

- Medical doctors, Social Media Influencers and parents, **Dr Say Shazril and Dr Azura Abas** shared their journey raising a child with autism - Ace!
- After years of early intervention and 1 year of intensive ABA sessions, Ace was able to successfully transition into school independently!
- Dr Say and Dr Azura urged parents to recognise the early signs of autism and seek support as early as possible.
- This video has reached **more than 560,000 views** across YouTube, Facebook and Instagram.

The **2025 World Autism Awareness campaign video** can be viewed [here!](#)

WORLD AUTISM AWARENESS MONTH 2025

World Autism Awareness Month 2025 centred around our EMPOWER! campaign, encouraging families, educators and the community to support individuals with autism through greater understanding and early intervention. We celebrated the month with awareness activities, community engagement and a superhero-themed celebration in our EAP centre!



Premiere of WAAM Video 2025



Superheroes Photobooth



Honouring Autism Superheroes



Superhero Kids Activities

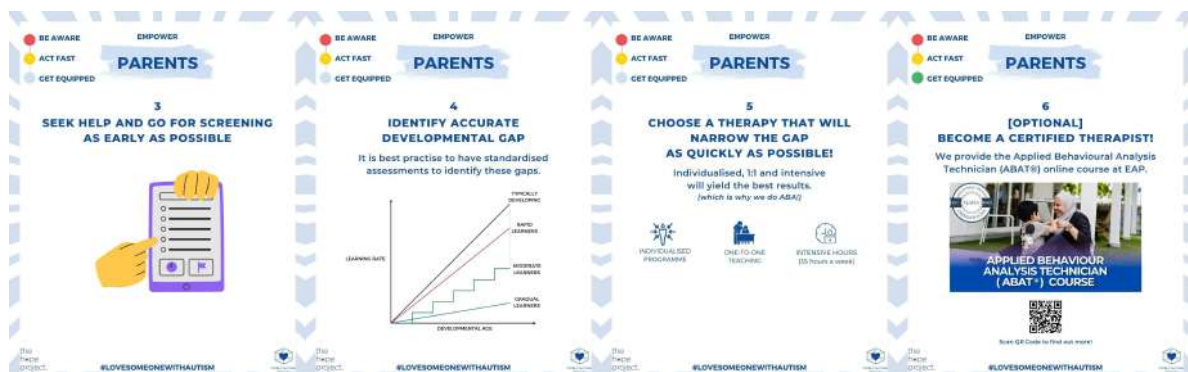
Key Highlights

- The **EMPOWER!** campaign with the tagline "*Not All Heroes Wear Capes*" was launched!
- We organised superhero-themed celebrations in the EAP centre - a day filled with interactive activities, games and photobooths for children and families!
- EAP Team gathered to watch the premiere of the 2025 World Autism Awareness Month Campaign Video!

Watch the [World Autism Awareness Day 2025 Highlight Reel](#) by clicking this link!

SOCIAL MEDIA ACCEPTANCE CAMPAIGN

Throughout World Autism Awareness Month, we released educational social media resources to empower parents, teachers and the wider community with practical autism knowledge. The campaign focused on making evidence-based autism information simple, accessible and shareable, reaching a total of more than 100,000 views across all social media platforms!





BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

TEACHERS

1
BE AWARE OF ANY RED FLAGS OR DELAYS

- Limited or no gestures. Does not point.
- No babbling by 12 months. No single words or 2 word phrases by 16 & 24 months respectively.
- Avoids or no eye contact. Does not show facial expressions.
- No sharing of interest in other children or things.
- Little or no response to name being called.
- Repetitive behaviours (e.g. flapping, rocking, spinning, sounds).

"LEARN THE SIGNS. ACT EARLY."

Source: National Centre on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

the hope project. #LOVESOMEONEWITHAUTISM

BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

TEACHERS

2
COMMUNICATE AND INFORM PARENTS ON THE SIGNS

the hope project. #LOVESOMEONEWITHAUTISM

BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

TEACHERS

3
BE EQUIPPED ON KEY STRATEGIES FOR CLASSROOM/ BEHAVIOUR MANAGEMENT

Check out our Autism At Home page to learn the strategies!

<https://www.autismmalaysia.com/autismathome/>

the hope project. #LOVESOMEONEWITHAUTISM

BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

TEACHERS

4
BE EQUIPPED ON KEY PRINCIPLES OF ABA

- BREAK SKILLS DOWN
- REINFORCEMENT
- SUFFICIENT PRACTICE

the hope project. #LOVESOMEONEWITHAUTISM

BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

TEACHERS

5
[OPTIONAL] BECOME A CERTIFIED THERAPIST!

We provide the Applied Behavioural Analysis Technician (ABAT®) online course at EAP.

APPLIED BEHAVIOUR ANALYSIS TECHNICIAN (ABAT®) COURSE

Scan QR Code to find out more!

the hope project. #LOVESOMEONEWITHAUTISM



BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

COMMUNITY

BE AUTISM-FRIENDLY TODAY!

the hope project. #LOVESOMEONEWITHAUTISM

BE AWARE **EMPOWER**
ACT FAST
GET EQUIPPED

COMMUNITY

1 AWARENESS
Learn and be educated on autism, its signs and how we can help support individuals with autism.

2 ACCEPT
Recognise and accept everyone's differences, be patient and understanding of individuals with autism and include them.

3 ACCOMMODATE
Create processes that are accessible and accommodate individuals with autism. For example, use of visual, clear rules, shared space, gender neutral, quiet room etc.

4 ADVOCATE
Advocate for accommodations in order to allow functioning with autism. Allow to thrive.

the hope project. #LOVESOMEONEWITHAUTISM

Below are the resources on:

"What is Autism?"

WHAT IS AUTISM?

- Lifelong neurodevelopmental disorder.
- Impacts the individual's ability to communicate, socially interact and learn.
- Autism is a spectrum disorder. (Level 1, Level 2, Level 3)
- 136 children in the US have autism. Boys are 4 times more likely to have autism than girls. (CDC 2023)
- No observable physical features of autism.
- Presents itself in early childhood & can be diagnosed by 18 months.

the hope project. #LOVESOMEONEWITHAUTISM

"Early Signs of Autism"

EARLY SIGNS OF AUTISM

- Limited or no gestures. Does not point.
- No babbling by 12 months. No single words or 2 word phrases by 16 & 24 months respectively.
- Avoids or no eye contact. Does not show facial expressions.
- No sharing of interest in other children or things.
- Little or no response to name being called.
- Repetitive behaviours (e.g. flapping, rocking, spinning, sounds)

"LEARN THE SIGNS. ACT EARLY."

Source: National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

the hope project. #LOVESOMEONEWITHAUTISM

"Applied Behavior Analysis (ABA)"

Applied Behavioural Analysis (ABA)

- Gold standard treatment approach for autism spectrum disorder.
- The only research-based treatment for autism with findings that almost 90% of children who receive it are able to catch up to their typical age.
- Over 1000 scientific and peer-reviewed journal articles to support the effectiveness of the ABA treatment.
- 40 states in the USA have state funding or insurance coverage for ABA treatment for children with autism.

ABA

Based on operant conditioning principles, where consequences have an effect on behaviour.

Behaviour	Positive Consequence (Reward)	Behaviour Increases
Behaviour	Negative or Neutral Consequence	Behaviour Decreases

the hope project. #LOVESOMEONEWITHAUTISM

KEY PRINCIPLES OF ABA

- BREAKING SKILLS DOWN

WHY IS ABA EFFECTIVE?

- POSITIVE TEACHING APPROACH
- INTENSIVE HOURS (15 hours a week)
- INDIVIDUALISED PROGRAMME
- EARLY INTERVENTION

2025 MERCHANDISE

To celebrate World Autism Awareness Month, we launched a superhero-themed merchandise collection designed by children from EAP Malaysia. Every purchase helped raise awareness while supporting The Hope Project's mission of making world-class autism services accessible to all!

WORLD AUTISM AWARENESS MONTH 2025

TSHIRTS



ADULTS
RM35



KIDS
RM35

HOODIES



ADULTS
RM85



PLAIN
RM75



KIDS
RM65

MISCELLANEOUS



JUTE BAG
RM30



CANVAS BAG
RM25



STICKER SHEET
RM5

the hope project.

2025 MERCHANDISE PRICE LIST

EARLY AUTISM PROJECT

Check out how our talented young designers brought their superhero creations to life through our **behind-the-scenes feature video** [here](#)!

Throughout the year, we set up booths across Malaysia to promote autism awareness while raising funds through merchandise sales. These events also provided opportunities to engage directly with families, educators and members of the public.



HELP International School (Mar 2025)



SALAM Autisme YSD (Apr 2025)



EAP Family Day (July 2025)



KWSP Giving Back Market (Dec 2025)

Key Highlights:

- We opened our booths for a total of **10** times at various events and locations, namely at HELP International School, EAP's Continued Professional Development Day, Yayasan Sime Darby's SALAM Autisme Engagement Event, GSC Cinema's Autism Public Workshop, EAP's Family Day, Aspirations International Primary School, Borneo Medical Centre Miri, SHELL Cyberjaya, Yayasan Sime Darby's Scholars Event and KWSP's Giving Back Market!

- Every purchase contributed towards **The Hope Project's mission of making world-class autism services accessible to all!**
- Our latest merchandise is available on EAP Malaysia website [here!](#)

TM MALAYSIA PARTNERSHIP

We were honoured to collaborate with **Telekom Malaysia** for their Merdeka campaign, celebrating unity, diversity and inclusion through music and art. The campaign was in the form of a music video that featured artwork by children from EAP Malaysia alongside a performance by neurodivergent band Zimi J!



Our partnership with Telekom Malaysia not only showcased the creativity of children from EAP Malaysia, but also raised greater awareness of autism, diversity and inclusion nationwide. Check out the **"Helo Malaysia"** song [here!](#)

GOLDEN SCREEN CINEMAS LOVING AUTISM EDUCATIONAL WORKSHOP

For the **third consecutive year**, we partnered with **Golden Screen Cinemas** to organise a public workshop aimed at equipping families with practical autism strategies, this year specifically on the topic of **"How to Prepare Your Child for Raya and Social Gatherings"**. The event was held in their Play Hall at GSC IOI Damansara Mall. It also provided opportunities for families to connect with autism organisations and community partners as well as highlighted an inspiring parent sharing session by TV Host and Influencer, Ms Irin Putri!



EAP's Young Adult as Event Emcee

Parent Sharing by Ms Irin Putri



Workshop by Jochebed Isaacs

Q&A Session with Speakers



Group Photo

Beyond the workshop, attendees explored autism-friendly booths featuring The Hope Project merchandise, the EAP Big Boys Club, and organisations including Gem and Bread and Nozig, all promoting greater inclusion for individuals with special needs. **A special thank you to ZUS Coffee for sponsoring beverages sold by our young adults, with all proceeds supporting The Hope Project.**



EAP Big Boys Club Booth



EAP Team during the Event

Check out the highlights of the GSC Public Workshop event [here!](#)

KINDNESS STARTS WITH ME SCHOOL ACCEPTANCE CAMPAIGN

Our annual **Kindness Starts With Me** school campaign continued encouraging students to become more understanding, accepting and inclusive towards everyone's differences including individuals with autism. Through school talks and interactive sessions, we empowered young people to make a positive difference within their communities.



HELP International School



Sri KDU Subang Jaya



Aspiration International Primary School

Key Highlights

- Our team conducted the school campaign at **3 schools** across Malaysia this year - Sri KDU Subang Jaya, HELP International School and Aspiration International Primary School!
- We reached a total of almost **1,500 students collectively!**
- The main take-home message was to encourage students to champion kindness, inclusion and acceptance within their schools and communities.



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OTHER PRESENTATIONS

Beyond World Autism Awareness Month in April, we continue our efforts in raising awareness across a variety of events and partnerships. We were honored with numerous opportunities to speak about autism throughout the year. The following are some of the presentations that were completed!

Date	Individual/Organisation	Reach
28 Jan 2025	Kingdomcity School (Teachers Training) Topic: Positive Behavior Support	8
28 Mar 2025	Holy Family Church Youth Group Kindness Starts With Me Talk	40
24 April 2025	Touch and Go Managers Training Topic: Becoming autism-friendly	30
23 May 2025	Asian Banking School (Financial Sector Talent Enrichment Programmer - FSTEP) Topic: Introduction to Autism & Supporting Individuals with Autism in the Workplace	40
4 June 2025	Cahaya Harapan Project (UTP Student Volunteers) Topic: Supporting Children with Autism	19
5 June 2025	Kingdomcity School Chapel	~30
13 June 2025	Cahaya Harapan Project (Parent Workshop at PPKI SK Taman Permata) Topic: Supporting Children with Autism	30
20 June 2025	UKM Psychology Department Topic: From Theory to Practice - Bridging the Gap in Professional Settings	100
23 June 2025	University of Newcastle Psychology Study Tour 2025	18
10 Sept 2025	SHELL KL Topic: Understanding & Supporting Individuals with Autism	15

18 Sept 2025	Nobel International School Topic: Growing Up, Staying Safe & Making Good Choices	120
23 Sept 2025	Borneo Medical Centre, Miri Topic: Understanding & Supporting Individuals with Autism	40
24 Sept 2025	SHELL Miri Topic: Understanding & Supporting Individuals with Autism	5
7 Oct 2025	SHELL Cyberjaya Topic: Understanding & Supporting Individuals with Autism	30
Total reach		525



Touch & Go Managers Training



FSTEP Workshop



*University of Newcastle
Psychology Study Tour*



UKM Psychology Department



Borneo Medical Centre, Miri

SERVICES

SALAM AUTISME YAYASAN SIME DARBY

A key highlight of World Autism Awareness Month 2025 was our partnership with **Yayasan Sime Darby** under the **Program SALAM Autism YSD**, supported by the **Ministry of Finance** through the **Belanjawan 2025 Malaysia MADANI framework**, reflecting a shared commitment to strengthening autism services and improving access to quality support in Malaysia.

On **12 April 2025**, we were honoured to receive the grant alongside fellow recipients at the Program SALAM Autism YSD Engagement Event at World Trade Centre Kuala Lumpur, a special occasion that celebrated and acknowledged all grant recipients under the initiative. The event also featured heartfelt speeches, inspiring sharing sessions by Dr Say and Dr Azura on their journey raising their son, Ace, and our Director, Jochebed Isaacs, on supporting children with autism, alongside family activities and The Hope Project merchandise booth in support of autism awareness and fundraising.

Check out the highlights of the event [here](#)!



Key Highlights from the partnership with Yayasan Sime Darby:

- **200 participants** received full sponsorships to complete the **40-hour Applied Behavior Analysis Technician (ABAT) Course** through the Program SALAM Autism YSD initiative.
- **Two training intakes** were successfully conducted in **May and September 2025** and participants included **parents, teachers, therapists, and practitioners** from **over 90 organisations and NGOs** across **all 14 states in Malaysia!**
- The course was delivered in **English and Bahasa Malaysia** through a **blended learning format** combining online self-paced modules and live Zoom tutorials,



ensuring nationwide accessibility.

EAP's BCBA, Rachel Gomez conducting the ABAT Course

- **ABAT Completion Ceremony** was held on **18 December 2025** at **SD Guthrie Hall** to celebrate the achievements of programme participants where **close to 90 participants** who completed the ABAT course attended the ceremony to receive

their physical certificates. Check out the **highlights of the ABAT Completion**



Ceremony event [here!](#)

ABAT Completion Ceremony (18th December 2026)

- **20 selected participants** received support to complete their **ABAT Supervision Hours** with Rachel Gomez, EAP's Board Certified Behavior Analyst (BCBA), and are progressing towards official ABAT certification. This helped to strengthen access to **quality autism services** and supported the growth of **evidence-based autism intervention practices** across Malaysia. We were able to provide **subsidised training and supervision support** to five non-profit and community-based organisations:
 - a. Kuching Autistic Association
 - b. One-Stop Early Intervention Centre (OSEIC), Kuching
 - c. PDK Damansara Damai, Selangor
 - d. Akademi Remaja Islam Autisma (ARISMA), Selangor

e. IDEAS Autism Centre, Nilai



PDK Damansara Damia



ARISMA



Kuching Autistic Association



OSEIC

Collectively, this initiative has directly strengthened the capacity of autism practitioners, educators, and caregivers nationwide, benefitting an estimated **876 children with autism and related developmental needs** through improved access to trained and qualified support personnel. More importantly, it has created a ripple effect that will continue to impact countless families and communities for years to come.



We extend our heartfelt appreciation to **Yayasan Sime Darby** and the **Ministry of Finance Malaysia** for their trust, support, and shared vision. Together, we are strengthening autism services in Malaysia, empowering teachers and families, and creating meaningful, lifelong impact for children with autism. We are deeply grateful for



her as we work towards

Sime Darby partnership
SD initiative [here](#).

EAP-HELP SUBSIDISED UNIT

Guided by The Hope Project's vision to make quality autism services more accessible, we launched the **EAP-HELP Subsidised Unit on 24 April 2024** through a strategic partnership with **HELP University**. The initiative began in **May 2024** with eight full-time interns providing ABA therapy to ten children on a half-day basis. By the **completion of the project on 31 July 2025**, the initiative had supported **12 families**, engaged **48 interns**, and provided subsidised access to early intervention services for children with autism. The programme also strengthened hands-on training opportunities for future professionals in the autism and counselling fields.





Positive Outcomes

The unit has made a positive impact on the lives of 12 families, providing support and services that have led to tangible improvements. Furthermore, it has served as a valuable training ground, equipping over 48 interns with a strong foundation in both the theoretical principles and practical application of Applied Behavior Analysis (ABA).

	At Screening	At Final Review
Engagement & Motivation	10/12 has low engagement 2/12 has established engagement	1/12 has moderate engagement 11/12 has established engagement
Cooperation	12/12 struggled with following instructions and following structure	12/12 able to follow simple instructions and structure

Attention	12/12 struggles with attention	12/12 able to attend and complete tasks at table according to their levels
Imitation	10/12 struggled with imitation 2/10 has established imitation skill	10/12 has established imitation skill 2/12 showed positive progress
Functional Communication	2/12 able to communicate functionally	12/12 able to communicate functionally either via AAC or verbally.
Play Skills	2/12 has functional play ability	12/12 has functional play ability
Social Skills	1/12 is able to interact and play with peers	12/12 able to play with peers according to their levels
Daily Living Skills	12/12 struggled with daily living skills to some extend	4/12 build up flexibility with toileting 3/12 fully toilet trained for peeing 3/12 build up tolerance to seating at table to eat 1/12 build up independence in showering by referring to visual 1/12 build up tolerance to wearing swim wear
Pre-Academic Skills	11/12 has little to no pre-academics skill	2/12 showed established pre-academics skill *One child received positive feedback from his kindergarten teacher based on the progress he has made! (refer appendix 4) 5/12 showed positive progress 5/12 N/A (not a priority)

Feedback from clients has been overwhelmingly positive, with reports of improved manageability of behavior within the home environment and enhanced clarity in their child's communication, demonstrating the unit's positive impact on daily family life.

Dear teachers,

As our son finishes his time at EAP subsidized unit, we just want to express our heartfelt thanks to all of you who have supported him along the way.

Being autistic, his journey hasn't always been easy, but your patience, understanding, and genuine care have made a world of difference not just in his learning, but in helping him feel accepted and valued. You've created a space where he could

THANK YOU to all of you who have accompanied and supported us throughout this amazing learning journey with weng kit. We will definitely cherish and miss those moments! Also, kudos to the EAP team and The Hope Project, who have continuously contributed to the underprivileged special needs community and made a difference for them 💙💙

To all weng kit's teachers, all the very best!!keep bringing your passion and kind hearts to every special kids in the future!keep

Thank you Charis & all the interns teachers that helped Aidan to go throughout this journey. As a mom, i can see the progress of Aidan since he joined the program. He talks a lot now, understand the feeling & emotions that he expressed, also tends to follow the instructions well. So thank you for being patient when teaching Aidan 💕💕

Tq miss tiffany puan ili and all teachers. We owe u guys alot tq for being the best for Faleeq hopefully we can meet in future. We are missing you guys already

Dear Teacher Tiffany and Puan Ili, we would like to express our sincere gratitude for your guidance, dedication, and patience with Noah. We are also very grateful for the improvements Noah has shown during his time in the EAP subsidized unit.

I sincerely apologize for my over emotional yesterday and I pray that God will reward you for your kindness. Thanks again for letting Noah be part of EAP Family 🙏

01:17 AM

thank you to everyone in this programme throughout Mateen's time there. we are very happy to see his achievements and especially enjoyed seeing him happy to attend every morning.

we will definitely try to continue what we have learned and apply it to him moving forward.

thanks once again to all the supervisors, therapists, students for the care and time given to Mateen.

see you again soon insha'Allah

Challenges

The primary challenges faced by the unit were **recruitment, staffing, and training**. As the programme relied heavily on part-time interns, significant manpower and supervision were required to maintain consistency, build rapport with children, and deliver effective intervention. Over 15 months, **48 interns** were trained and involved in providing therapy, while the training module was continuously refined, including moving theoretical components online to improve efficiency and accommodate different schedules. Moving forward, future subsidised units will explore prioritising full-time therapists and more structured intern placements to ensure greater continuity, stability, and quality of support for children.

Term	Number of interns
May - August 2024	8 full time interns
September 2024 - December 2025	September: 9 part time interns each doing 1 day a week slot (Batch 1 interns & masters interns) *session only 3 days a week

	October-December: 12 new hires; total of 21 part time interns *session back to 5 days a week
January 2025 - April 2025	January: 12 returning part time interns, 6 new hires; total of 18 part time interns February - April: 8 returning part time interns, 6 January hire, 6 new hires; total of 20 part time interns.
May 2025 - July 2025	May: 15 returning part time interns, 5 new hires including 1 full time; total of 20 interns June-July: 16 part time, 1 full time, and 4 new hire; total of 21 interns

We extend our deepest gratitude to **HELP University, Datin Chan, Dr. Goh Chee Leong, and Dr. Victor Goh** for their invaluable partnership, guidance, and commitment in bringing this initiative to life. We are equally grateful to our **dedicated interns** for their hard work, compassion, and willingness to learn, as well as the **families** for their trust, collaboration, and unwavering support throughout this journey. Together, their collective efforts have made a meaningful impact in expanding access to autism intervention services and supporting children and families on their developmental journey. For more highlights on the **EAP-HELP Subsidised Unit**, do check out our **Highlight Video** [here!](#) EAP has contributed in kind all the organisational efforts, resource, time and a total of **6700** supervisory and staff hours from 2024 and 2025 as part of our efforts to make world-class services accessible to all through the EAP-HELP Subsidised Unit.

AREA	TEAM INVOLVED	HOURS (2024)	HOURS (2025)
Set up of unit (Meetings and logistical set up)	Jochebed Isaacs Tiffany Loh Emma Sajidah Ili Irdina HELP University	67	3

	Team		
Initial Screenings	Emma Sajidah Ili Irdina	27	4
Hiring and training of interns	Emma Sajidah Ili Irdina	79	41
Initial Workshops	Emma Sajidah Ili Irdina	80	4
Team meetings	Emma Sajidah Ili Irdina	165	198
Senior supervision team meetings & Internal Reviews	Jochebed Isaacs Tiffany Loh Emma Sajidah Ili Irdina	52	45
Operations & Centre Management	Emma Sajidah Ili Irdina	100	35
Therapy sessions	HELP Interns	4000	1800

DIGNITY FOR CHILDREN SUBSIDISED THERAPY SERVICES

In 2025, we continued our partnership with Dignity for Children Foundation through The Hope Project's subsidised services programme, providing **three children with daily individualised 1:1 Applied Behaviour Analysis (ABA) therapy** and **school shadow support**. Through these services, we aimed to equip the children with the necessary skills to thrive both in school and at home.

Key highlights:

- Our The Hope Project Supervisor, Kaiyisah, provided ongoing training, coaching, and clinical guidance to Dignity staff to ensure consistent and sustainable support for the children.
- Regular team meetings with therapists and parents were conducted to align goals, review progress, and strengthen collaboration between home and school environments.
- The partnership resulted in meaningful improvements in the children's communication, learning, and behavioural skills!
- Educators and caregivers also gained greater confidence and practical strategies to support the children's development!



1:1 ABA Therapy Sessions and PLA Support

Thank you to everyone at EAP and Dignity School for being such an important part of [redacted]'s journey. We've watched him grow in ways we never imagined, and so much of that is because of the kindness, patience, and effort you've put into helping him every day. It really means the world to us. We couldn't say enough "Thank You" 🙏🏻

We're excited and hopeful as he moves on with his new class teachers and continues with the EAP team. Thank you for believing in him, supporting him, and celebrating every little milestone with us. We're truly grateful from the bottom of our hearts ❤️

11:45 AM

Hello Miss Kai, today we had our last PTM of the year for [redacted]. Great to hear amazing report/feedback from his teachers. Kudos to [redacted] for trying his best and special thanks to @Teacher Abi (Dignity) @~Hepzibah for their patience and dedication towards our little man. And of course @Kaiyisah EAP @Tiffany 🌻 for your support. We really appreciate it. 🙏🏻

Thank you everyone, God Bless and May you continue to keep up the good work 🙌🏻

3:47 PM

Positive feedback from parents

EAP has contributed in kind all the content, resource, time and a total of 160 supervisory and staff hours in 2025 as part of our efforts to make world-class services accessible to all through the Subsidised Service at Dignity for Children.

AREA	TEAM INVOLVED	HOURS
Dignity Teacher/PLA ABA Training	Tiffany Loh Ili Irdina	8
Fortnightly Team Meetings Parent Trainings PLA Trainings	Kaiyisah Fitri	96
Senior Supervisor Team Meetings	Tiffany Loh Kaiyisah Fitri	8
Clinical Programming	Kaiyisah Fitri	48
	Total:	160

UNIQLO JOB COACH SESSIONS

Discussions between Early Autism Project Malaysia (EAP) and UNIQLO Malaysia to establish a formal Job Coach Support began in 2024. Following observations and consultations with 28 Persons with Disabilities (PWD) employees nationwide, EAP was officially appointed as **UNIQLO Malaysia's Job Coach** partner in **December 2024**.

Key Highlights throughout 2025:

- Working closely with the UNIQLO Sustainability Team, we provided ongoing job coaching support to **25 PWD employees across UNIQLO Malaysia stores nationwide**, developing **individualised support strategies and workplace recommendations** to address each employee's unique needs and challenges as well as to equip managers with strategies to create more **inclusive and supportive workplace environments**.
- We received positive feedback from Store Managers, with improvements observed in:
 - Work efficiency and task management.
 - Confidence in carrying out responsibilities.
 - Workplace interactions and teamwork.
 - Opportunities for career growth and advancement.

We extend our heartfelt gratitude to **UNIQLO Malaysia** for entrusting us with this meaningful partnership and for their continued commitment towards building more inclusive workplaces. Together, we continue to empower Persons with Disabilities to contribute meaningfully, achieve their potential, and thrive in the workplace.



Source: [The Rakyat Post \(January 2025\)](#)

SELANGOR ACCELERATOR 2025 (XCARE) MENTORSHIP PROGRAMME

As part of The Hope Project's mission to make quality autism and care services accessible to all, we were honoured to contribute to the **Selangor Care Accelerator (XCare) 2025** programme. Through the appointment of our Director, Dr. Jochebed Isaacs, as an official mentor, together with support from Tiffany Loh, we had the

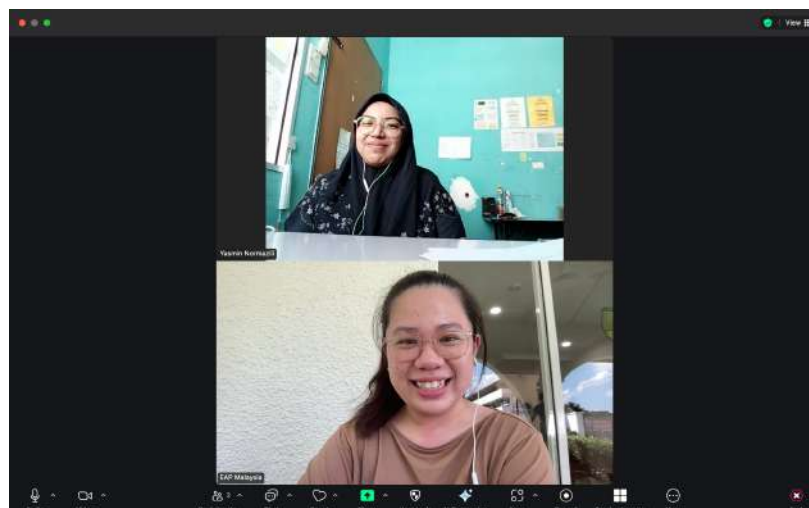
opportunity to mentor four care organisations, sharing nearly 20 years of EAP Malaysia's experience to strengthen the quality, sustainability, and impact of care services across the sector.

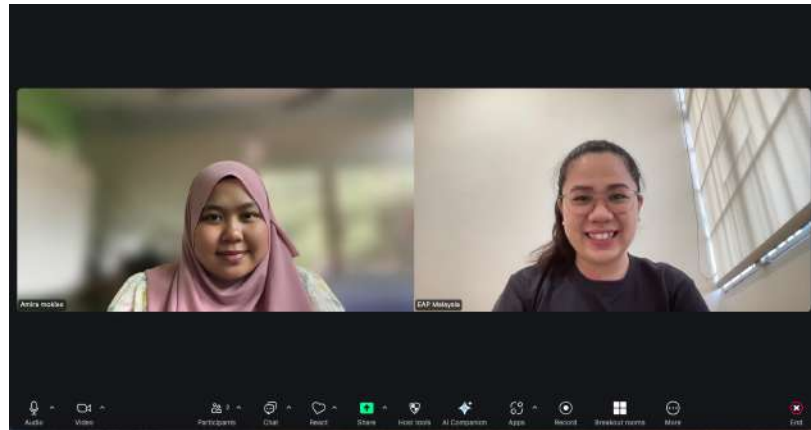
Key Highlights:

- We mentored **four care organisations**, providing guidance on service quality, leadership, and organisational growth as well as shared practical strategies on staff recruitment and retention, supervision, safeguarding, and quality assurance.
- Organisations Mentored:
 - a. Kidsaurus Sdn. Bhd.
 - b. Ameera Care Solution Centre
 - c. Kids Campus Childcare Centre
 - d. Little Leaders Childcare Centre
- We introduced participants to professional development opportunities, including the **Applied Behaviour Analysis Technician (ABAT)** programme and were honoured to contribute to the growth of Malaysia's care economy by empowering organisations to deliver more sustainable, high-quality services.



Representatives from the organisations that were mentored





Online Mentoring Sessions

We extend our sincere appreciation to the **Selangor State Government** for the opportunity to be part of this meaningful initiative. We look forward to continuing collaborations that strengthen the quality, accessibility, and sustainability of care services for communities across Malaysia.



XCARE Business Talk & Networking Event (10th June 2025)

OTHER ADDITIONAL PARTNERSHIP MEETINGS

As we continue to champion greater autism awareness and foster a more inclusive community, we have been incredibly encouraged by the growing number of organisations that share our passion for making a meaningful difference. Throughout

2025, we had the privilege of meeting and collaborating with a diverse range of partners from the corporate, education, healthcare, and community sectors, including Yayasan Sime Darby, Golden Screen Cinemas (GSC), SHELL Malaysia, Touch 'n Go, HOPE Kids Cambodia, Columbia International School Kajang, HELP University's Psychology Department, UNIQLO Malaysia, ZUS Coffee, Sunway Carnival Mall, VML Malaysia, and Borneo Medical Centre. These conversations and partnerships continue to strengthen our collective efforts in building a more understanding, accepting, and inclusive society



Meeting with Yayasan Sime Darby



Visit from HOPE Kids Cambodia

RESOURCES

AUTISM AT HOME ONLINE RESOURCE PLATFORM

Since the launch of Autism At Home in April 2020, our goal has remained the same: to make world-class autism support and strategies accessible to families across Malaysia and beyond. Thanks to the continued support of our viewers, donors and contributors, the platform has continued to grow and expand its impact.

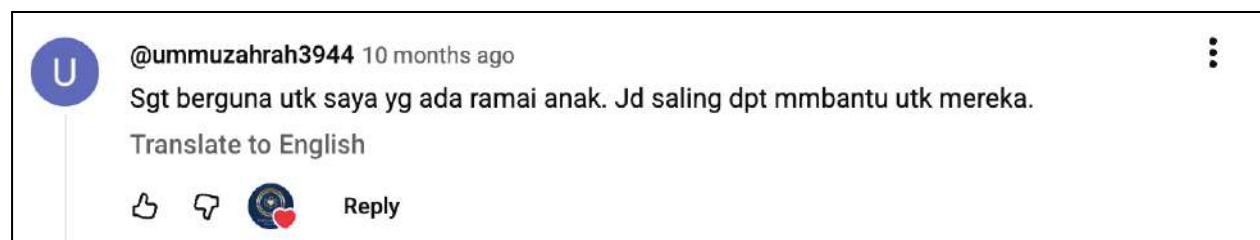
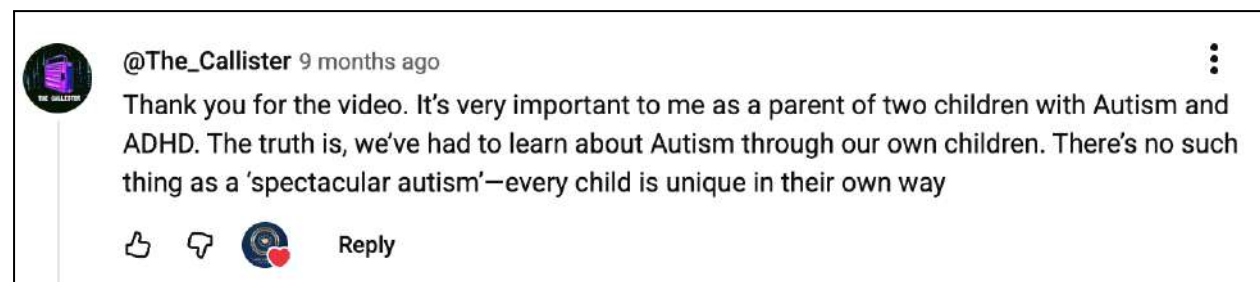
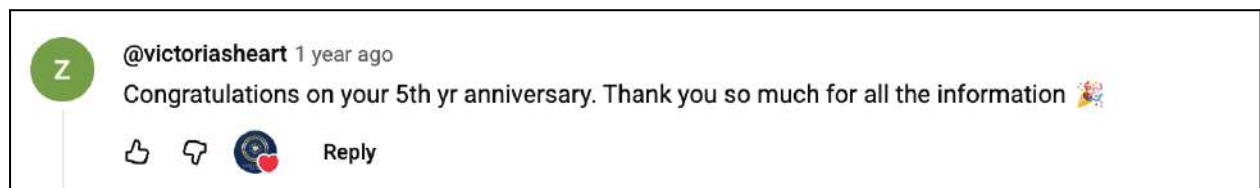
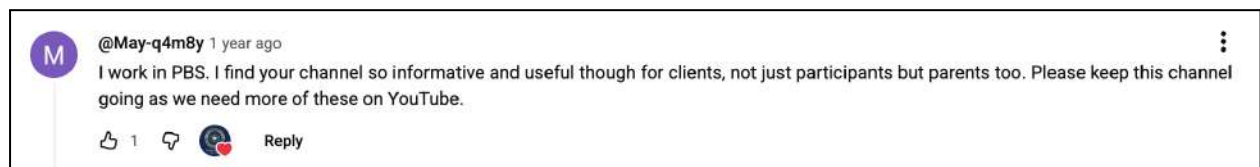
From 2020 to 2024, Autism At Home released 28 educational series covering a wide range of autism-related topics. In 2025, we were excited to add two new English series, *Sleep Challenges with Children with Autism* and *Autism & Puberty*, bringing the total to **30 English series available, with more than 250 videos** on the platform.

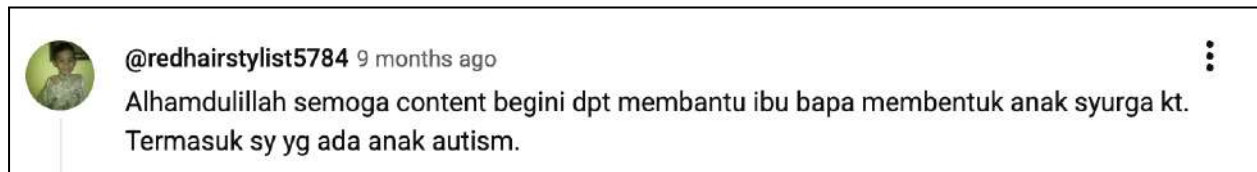


A major milestone this year was the launch of the ***Autism At Home: Starter Kit*** in **Bahasa Malaysia**, allowing us to reach and support even more Malaysian families in their preferred language.

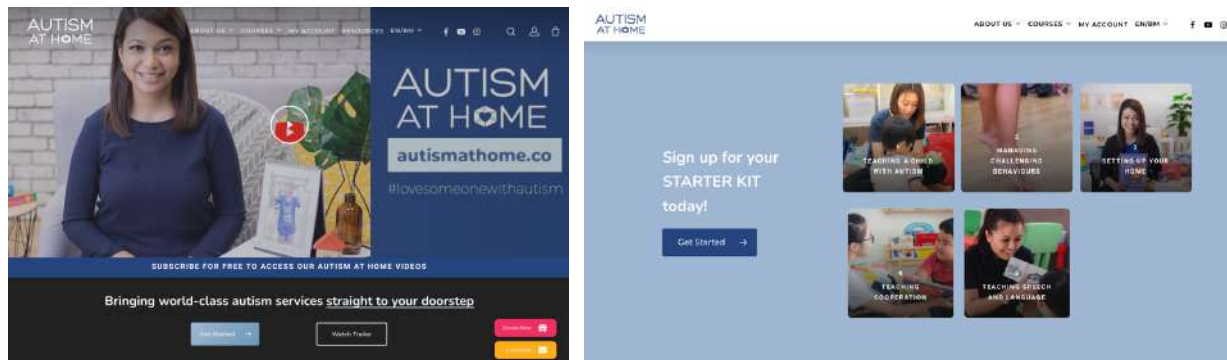


We are also deeply encouraged by the continued support and engagement from parents, professionals and members of the public, whose encouragement has enabled us to keep developing and releasing free, high-quality educational resources for the autism community.





Through these ongoing efforts, we remain committed to empowering parents, caregivers and educators with accessible, practical and evidence-based resources to support individuals with autism. We also look forward to expanding our outreach further in 2026 with the launch of **EAP Talks**, a new podcast series aimed at sharing insights, experiences and practical strategies from professionals, families and individuals within the autism community.



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

EAP has contributed in kind all the content, resources and a total of more than 548 supervisory and staff hours in 2025 as part of our efforts to make world-class services accessible to all.

ACTIVITY	TEAM INVOLVED	HOURS
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Resource development (content, scripts, website, editing, filming) and coordination	Jochebed Isaacs Evie Tan	242
Translation of content and downloadables	Ili Irdina	66
Articles Writing and Edits	Ain Aliya	192
Design, Media & IT management	Ann	48
Total hours:		548

FUNDRAISING & CONTRIBUTIONS

CONTRIBUTIONS

Through the generous support of our partners, donors, and community, we continued advancing The Hope Project's mission to make quality autism services more accessible across Malaysia. In 2025, funds raised, sponsorships, and in-kind contributions enabled us to expand services, build professional capacity, and support more children and families.

Key Highlights:

- Raised **RM141,446.31** through merchandise sales, subsidised services, and donations to support The Hope Project's campaigns, services, resources, and subsidised programmes.
- Through the **SALAM Autisme Yayasan Sime Darby** grant, **200 participants** from **90+ organisations** across all **14 states** completed the **Autism Behavior Analysis Technician (ABAT)** Professional Training Course.
- Supported **20 participants** in completing their ABAT supervision hours towards professional certification.
- Contributed over **3,405 hours** of in-kind staff time across campaigns, services, training, and resource development.

Campaign	Development of material	Filming of Campaign (Team)	Total hours
WAAD Campaign Video 2025	12.5 hours	13.5 hours	26 hours
Campaign	Development of material/preparation	Running of Campaign (Team)	Total hours
WAAM Campaigns	10	64	74

Social Media Campaign	50	5	55
School, Public and Corporate presentations	20	62	82
Awareness Booths	10	89	99
Services	Planning, preparation of materials and operations	Implementation (team)	Total hours
ABAT (YSD Grant)	113	128	241
EAP-HELP Subsidised Unit	87	2043	2130
Dignity for Children	56	104	160
Resources	Resource development	Operations and management	Total hours
Autism at Home	490	48	538
		Total hours	3405

We extend our heartfelt gratitude to all our partners, donors, and supporters whose generosity continues to make this work possible!

MOVING FORWARD

As we move into 2026, our outreach efforts remain firmly focused on creating meaningful impact and expanding support for individuals with autism and their families. Guided by The Hope Project's vision of making world-class autism services accessible to all, we will continue to develop sustainable initiatives, strengthen community partnerships, and increase access to resources, services, and awareness programmes throughout Malaysia. The table below highlights some of our planned initiatives and key focus areas for 2026.

RUN FOR AUTISM 2026 In conjunction with World Autism Awareness Month in 2026, we look forward to launching Run for Autism 2026, an autism initiative aimed at raising autism awareness, promoting inclusion and supporting individuals with autism and their families.	EAP'S 20th ANNIVERSARY FUNDRAISING GALA We look forward to celebrating EAP's 20th Anniversary and The Hope Project's 10th Anniversary through a special Fundraising Gala in November, with all proceeds supporting the development of the free Autism At Home app.
DEVELOPMENT OF THE AUTISM AT HOME APP We will be continuing our partnership with the team at Dignity for Children Foundation and will be providing subsidised services to students who are seeking for 1:1 ABA therapy.	AUTISM AT HOME RESOURCE PLATFORM - EAP TALKS PODCAST Moving forward in resources, we will continue to develop and build resources within Autism at Home. More videos, articles and downloadables will continually be developed and added into the platform



We look forward to the next steps in our journey and making more impact in 2026! 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 2201 0251.

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

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

A heartfelt thank you to everyone who has supported and journeyed alongside The Hope Project over the years. Your encouragement, generosity, and belief in our mission have enabled us to reach and support countless individuals and families within the autism community. As we look ahead to 2026, we are excited for the opportunities to further expand our impact, strengthen our initiatives, and continue making world-class autism services more accessible to all.

Prepared by:

Tiffany Loh, The Hope Project Coordinator & EAP Senior Supervisor

16th July 2026

Reviewed by:

Jochebed Isaacs

EAP Director

16th July 2026