



SAY
SELANGOR YOUTH COMMUNITY

2022 IMPACT REPORT

TABLE OF CONTENTS

1 About Us

2 Our Work

3 Our Impact

4 Focus Areas

5 Global Champions

6 Acknowledgements





ABOUT US

ABOUT SAY



Selangor Youth Community (SAY), also known as SAY is a non-profit, non-political and non-governmental organisation founded by DYTm Tengku Amir Shah Ibni Sultan Sharafuddin Idris Shah Alhaj, the Raja Muda Selangor. SAY aims to create a community of youth, for youth and by the youth themselves, inspired by the Raja Muda of Selangor's vision for the state of Selangor to be a vibrant and dynamic youth community through four focus areas.



Community Services

Community Selangor aims to empower communities through various corporate partnerships and community development initiatives.



Entrepreneurship

Entrepreneurship Selangor is the entrepreneurship platform that builds and develops local entrepreneurs to become global champions



Arts and Creative

The Selangor Creative Arts Movement is an initiative with a vision to discover and develop creative professionals through various community platforms



Sports and Wellness

Cycling Selangor and Football Selangor are initiatives to unearth and develop local cycling and football talent to become global champions.

THE "WHY"



5.2 MILLION

youth from various backgrounds have given us their aspirations and hopes for Selangor

“

Distance and time are the biggest deterrents to healthy living - we want to enjoy fitness features in a central location.

”

“

As an entrepreneur, I would like to see more opportunities to help me build my business and reach out to new customers

”

“

I can't find any places in Selangor where I can practice my singing and have an opportunity to perform.

”

“

Though Shah Alam offers a variety of events, many are unknown to the public and youth may not be aware

”

RAJA MUDA OF SELANGOR'S VISION



**DYTM TENGKU AMIR SHAH IBNI
SULTAN SHARAFUDDIN IDRIS
SHAH AL-HAJ**

ROYAL PATRON

"Selangor achieved the status of Negeri Maju in 2005, way before other states did. But the key question is, what is the next step for us? What is our next vision?"

Through SAY, I want to hear directly from you, learn from the grassroots and champions of the community. Most importantly, how we can work together to charter our new goals and achieve them together"

BOARD OF TRUSTEES



**Y.A.M. TENGKU DATIN
PADUKA SETIA ZATASHAH**



**Y.D.M. TENGKU SERI PERKASA
DIRAJA MUSAHIDDIN SHAH**



**ZAHIR KELVIN
ONG ABDULLAH**



IZHAR MOSLIM



**DR JOHAN
KAMAL HAMIDON**

OUR ROADMAP

GLOBAL CHAMPIONS

6-10 YEARS

Birthing the next generation of global champions who come from Selangor



Selangor's Next Banksy



The Next Greta Thunberg



Our Very Own "Pocket Rocketman"



20 Eric Cheng's

2-5 YEARS

Experience, analyze, recommend: After understanding the needs and opportunities, recommendations towards creating new policies to facilitate the growth of Selangorian and Malaysian youth champions

POLICY MAKING



1-3 YEARS

Identify talents, build capacity : Through providing additional training, scholarships, exposure and a better platform for youths to upscale and upgrade their skills.

CAPACITY BUILDING | STRATEGIC PARTNERSHIPS



SUNWAY®



YAYASAN HASANAH



IMMEDIATE

Casting the net, getting the masses involved : Creating a vibrant, energetic & engaged youth community to interact & participate on high visibility platforms.

ARTS & CREATIVE



ENTREPRENEURSHIP



SPORTS & WELLNESS



CYCLING SELANGOR

COMMUNITY SERVICE



*Roadmap is courtesy of the Boston Consulting Group's Pro Bono Service



**Rosheedy Faizal Bin
Roslan**

**Perniagaan Kerepek
Bonda**

SAY LEAD
Liga Usahawan Orang Melayu Usaha Peningkat Malaysia

MAJLIS PENYERAHAN GERAN PERNIAGAAN OKU



SAY LEAD
Liga Usahawan Orang Melayu Usaha Peningkat Malaysia

KEPADA PENERIMA GERAN PERNIAGAAN OKU

LIGA USAHAWAN OKU MALAYSIA

*Tertakluk kepada terma dan syarat

AKSIKAM

SAY

LEAD

EXPOSURE 2020

USAHAWAN

Prihatin



OUR WORK

OUR ECOSYSTEM



**CYCLING
SELANGOR**



**COMMUNITY
SELANGOR**

CELEBRATING LIFE CHANGING MOMENTS



A competitive football league that unearths local talent and funnel them into professional football.



An Urban Farming programme with Sunway to empower underprivileged youth to adopt sustainable urban farming.



A series of races that aim to unearth cycling champions from Selangor.

KitaBantu

A programme to assist pandemic affected communities, students, small businesses, frontliners and flood victims.

**SMART
CYCLING**

A holistic campaign to equip the community with core values to become smart and safe cyclists.



An international youth programme that provides grants for youth to champion UN Sustainable Development Goals.



A local tourism cycling challenge of 600km throughout states in Selangor.



A nine-week programme that helps underprivileged youth gain employment, education and training.



An arts and music festival that gathers a community of artists, creatives, musicians to perform to the public.



**ENTREPRENEURSHIP
SELANGOR**



An export ready programme that empowers Selangor businesses to penetrate the international market.



A programme that aims at bridging the gap within the entrepreneurship ecosystem for differently abled persons.



A pop up mini art festival for emerging new talents to find a platform to express themselves



An entrepreneurship league organised to create competitive world class entrepreneurs from Selangor.

POLICY WORK

DASAR BELIA SELANGOR 2020



Disediakan oleh:
PASUKAN PENYELIDIK
INSTITUT PENGAJIAN SAINS SOSIAL (IPSSAS)
UNIVERSITI PUTRA MALAYSIA
JULAI 2021

Disediakan untuk:
PEJABAT EXCO GENERASI MUDA,
SUKAN DAN MODAL INSAN
NEGERI SELANGOR

SELANGOR YOUTH POLICY 2020

Having the largest population of youth in Malaysia, Selangor is the only state crafted its own Youth Policy that will be impacting more than 2.9 million of youths in this state. In 2020, the State Government revised the existing policy to reflect the current situation such as youth employment rate after the pandemic, redefine the age limit for youth and many more. SAY is one of the three partners assisting the State Government to revise the new policy and we coordinated the first workshop to identify the main domain.

SELANGOR HUMAN CAPITAL 2022



Selangor is a developed state with a big population of 6.573 million people. This policy aims to provide a roadmap and guidelines on how to optimise our human capital at their full potential.

There are 10 domains and SAY is pioneering the Domain 6 on Community Wellbeing. We bring our expertise, experience, knowledge and network from a diverse group of youth, sports and wellness, persons with disability and many more.

NATIONAL SPORTS VISION 2030



Visi Sukan Negara 2030 is a 10-year roadmap for Malaysia aiming to empower industry policies for the development of a more comprehensive, integrated and collective sports industry through a "From Community to the Community" approach.

SAY highlighted on the importance of community level sports development involving discussion between DYTMS, athletes and sports enthusiasts.

1st SELANGOR PLAN



RS-1 aims to provide a clear roadmap for Selangor's development to achieve the status of a smart, thriving, sustainable and prosperous state.

In line with the State Government's vision for Selangor's holistic development, the voices of the youth were led by SAY. We provide input from the community and youth perspective in terms of the State's work on youth entrepreneurship, at-risk youth, opportunities and many more.

SAY GOES GLOBAL



TEAM Programme with Prince's Trust International

SAY became the Malaysian partner for the TEAM Programme with Prince's Trust International, under the Royal Patronage of King Charles, The King of the United Kingdom. The TEAM Programme is a programme that aims to empower young offenders, PLHIV, NEETs and gain opportunity through employment, education and training. We've delivered impact where our participants have generated over RM300k in annual income.



ASEAN FOUNDATION

Strategic Partnership with ASEAN Foundation

SAY formed a strategic partnership with ASEAN Foundation aims to empower youth across ASEAN to contribute to their local communities aligned with the United Nations Sustainable Development Goals and ASEAN Work Plan on Youth. The pilot initiative under this partnership is the Belia Juara Seed Funding that opens to all youth in ASEAN from the age of 16 to 30 years old.

SAY GOES GLOBAL



Asia Youth International Model United Nations 2019

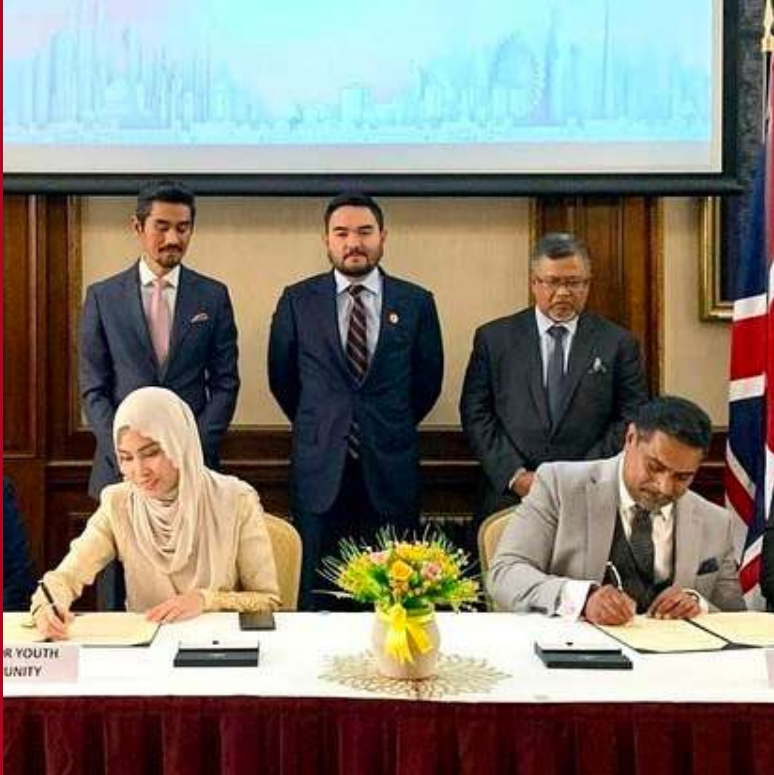
Asia Youth International Model United Nations (AYIMUN) is a platform where youth mentality in leadership, negotiation, and diplomacy will be developed in a Model United Nations. Asia Youth International MUN aims to engage youth leaders from all over the world and to provide a platform to share perspectives and opinions in solving world issues. SAY was given the honour and privilege to co-organise this with United Nations Association Malaysia Youth.



ASEAN Youth Conference 2022

SAY became the strategic partner of the ASEAN Youth Conference (AYC) – annual signature event of ASEAN Youth Organization that gathers youth across the ASEAN and ASEAN's partner countries. AYC seeks to gather around 200 ASEAN youth leaders and change-makers from the region who are keen to create and implement an action program regarding ASEAN pillars. ASEAN Youth Organization recognizes the youth as catalysts for change and development.

SAY GOES GLOBAL



MoU with Halal Street UK for Selangor Entrepreneurs

SAY and United Kingdom e-commerce platform Halal Street UK today inked a memorandum of understanding to enable more small- and medium-sized enterprises to enter foreign markets at minimum cost. The main aim of the MoU is to improve opportunities, particularly for young entrepreneurs with high-quality products and potential to market them in the UK via Halal Street UK.



International Market Immersion Trip

SAY held a series of International Market Immersion Trip under the SAY ASPIRE programme to Brunei, Philippines, United Kingdom, Netherland & Turkiye to bring local products by youth entrepreneurs to overseas market through business matching meeting and products exhibition supported by Malaysia External Trade Development Corporation (MATRADE) and Selangor Government. Export lead generated from the trips are at least RM10 million.



OUR IMPACT

OVERALL IMPACT

SROI

1 : 4.19

RETURN ON
INVESTMENT

For every RM1 invested, we generate RM4.19
worth of impact

SOCIAL VALUE

RM17 Million

GENERATED

INVESTMENT

RM4 Million

ACROSS ALL
PROGRAMMES

SNAPSHOT

313,873

PARTICIPANTS
AND ATTENDANCE

INITIATIVES

> 200

PROGRAMMES
AND EVENTS

PR VALUE

> RM5.5 Mil

WORTH ACROSS
ALL PROGRAMMES

IMPACT ACROSS FOCUS AREAS



**CYCLING
SELANGOR**

SPORTS

20,425

BENEFICIARIES

RM2 Million

PR VALUE

20

LOCAL AND INTERNATIONAL
PARTNERS

60

CLUB PARTICIPATIONS



**COMMUNITY
SELANGOR**

CELEBRATING LIFE CHANGING MOMENTS

COMMUNITY SERVICE

56,757

BENEFICIARIES
IMPACTED

RM525,606

PR VALUE

40

COMMUNITY CENTRE AND
INSTITUTIONS

68

INITIATIVES



ARTS AND CREATIVE

19,412

ATTENDEES

RM1.1 Million

PR VALUE

2,666

ARTS BENEFICIARIES

1

MALAYSIA BOOK OF
RECORDS



**ENTREPRENEURSHIP
SELANGOR**

ENTREPRENEURSHIP

1,850

ENTREPRENEURS
IMPACTED

RM1.1 Million

PR VALUE

RM8.5 Million

REVENUE INCREASE

RM700k 5

SALES TURNOVER
OKU ENTREPRENEURS

COUNTRIES
PENETRATED



FOCUS AREAS



**CYCLING
SELANGOR**

IMPACT

20,425

**Beneficiaries
Impacted**

20

Strategic Partners

**RM
2,035,738**

PR Value

60

**Local and
International Clubs**



CYCLING SELANGOR

MILESTONES

2018

2018 was a turning point for Football Selangor and a launchpad for Cycling Selangor with the launch of the Selangor Criterium Series



2019

We had our first ever Cycling Festival at the Sepang International Circuit, that includes a multitude of activities to celebrate our community.



2020

We launched Selangor 600, a non-competitive charity-centric ride where riders ride over 600km throughout various districts in Selangor



2021

Pioneered Townhall Visi Sukan Negara 2030 for Selangor-level to gather inputs from various organisations in the sports community ecosystem.



2022

Cycling Selangor launched a holistic campaign to equip the community by providing cycling advice and best practices to develop a better cyclist state.

SMART CYCLING





**COMMUNITY
SELANGOR**

CELEBRATING LIFE CHANGING MOMENTS

IMPACT

56,757

**Beneficiaries
Impacted**

40

**Community Centres
and Institutions**

**RM
525K**

PR Value

68

Initiatives



COMMUNITY SELANGOR

CELEBRATING LIFE CHANGING MOMENTS

MILESTONES

2018

SAY Ignite, an a community activation event with a multitude of community activities gathered over 5000 Selangorians.



2019

We launched Sunway SILK in collaboration with Sunway Group to empower marginalised communities through urban farming.



2020

KitaBantu was launched to assist those affected by the pandemic, we assisted communities, students, small businesses, frontliners and flood victims.

KitaBantu

AIDE PROVIDED

> RM210K

BENEFICIARIES

32,078

2021

TEAM Programme, a programme that helps underprivileged youth, PLHIV, juveniles gain a second chance and venture into education, employment or training, gains traction.



**TEAM PROGRAMME
MALAYSIA**

ANNUAL INCOME

> RM 300k

BENEFICIARIES

>300

2022

Global launch of Belia Juara at the ASEAN level and throughout Malaysia. An initiative that provides grants for youth to champion UN Sustainable Development Goals.

#Belia Juara

SELANGOR YOUTH COMMUNITY



ENTREPRENEURSHIP
SELANGOR

IMPACT

1850

Entrepreneurs
Impacted

137%

Average Increase
in Revenue

**RM
1,124,999**

PR Value

**RM
700K**

Average Sales Turnover
for Differently Abled
Entrepreneurs

5

Countries Penetrated

>RM1 MILLION

Worth of Grants

RM8.5 MILLION

Increase in Revenue

>6 MILLION

Worth of Export Leads



ENTREPRENEURSHIP SELANGOR

MILESTONES

2018

Launch of SAY Aspire, an export ready programme that empowers Selangor businesses to penetrate the international market.

SAYASPIR
SAY's Signature Export Ready Programme



2019

Collaboration with Global Entrepreneurship Network, Pitch at Palace ASEAN edition.



2020

SAY Lead, a programme that aims at bridging the gap within the entrepreneurship ecosystem for differently abled persons begins creating impact.

SAYLEAD
Leadership Entrepreneurship Acceleration and Development League



2021

Launch of Liga Usahawan Selangor, an entrepreneurship league to create competitive world class entrepreneurs from Selangor

LUS | LIGA USAHAWAN
SELANGOR

2022

We signed an MoU with Halal Street UK with our entrepreneurs to bring Selangor businesses to the United Kingdom and Europe.



IMPACT

28

Initiatives

2,666

Arts and Creative
Beneficiaries

RM

1,173,738

PR Value

1

19,412

Attendees and
Supporters

National Malaysia Book
of Records for the
Longest Flower Painting
in Malaysia

MILESTONES

2018

We were awarded the Malaysia Book of Records for the longest flower painting on canvas with a length of 20 meters.



2019

In collaboration with National Art Gallery and Rantai Art, we organised Festival Anak Muda and Art Festival to celebrate young creative talents in Malaysia.



2020

During the pandemic, with limitations on movement. We supported our artists with the #DudukrumahChallenge through spoken word, art, and music competitions.



2021

In collaboration with Sunway and Rantai Art, we continue to give our artists and community a platform to express themselves freely through Buka Pentas X Pesta Ke'Chill



2022

In collaboration with our Belia Juara initiative, we provided grants to aspiring film makers to product short movies about youth aspirations and achievements.

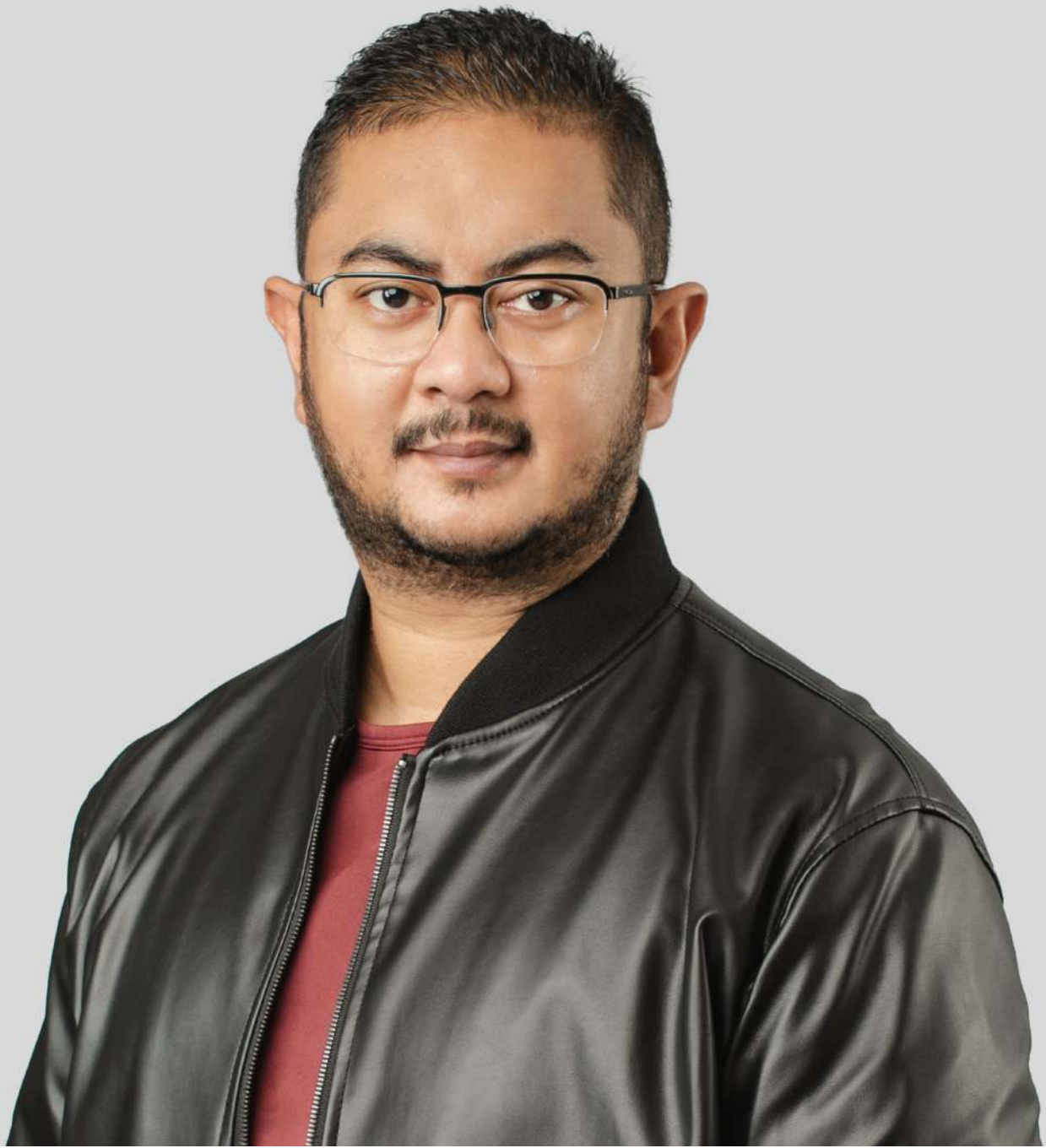




GLOBAL CHAMPIONS

AZRUL IZZAM

Azrul is the winner of SAY ASPIRE 3rd Edition, an entrepreneurship programme that provides coaching, mentorship and assistance for local youth entrepreneurs to penetrate the overseas market. As the Executive Chairman of AIRAZ Technologies Sdn Bhd, Azrul successfully increased his company's revenue to RM12 Million from RM6 Million prior to joining SAY ASPIRE with its main brand "Innersejuk". A philanthropist at heart, Azrul gives back to the community through his pilot programme, "Project Dignity" that aims to provide sources of income to talented refugee teenagers in creative design. DYTМ Raja Muda Selangor supported "Project Dignity" as the Royal Patron.



MUHAMMAD HARITS

Unemployed for 7 months after finishing his education. He has been trying to search high and low for an opportunity but it was tough especially when anxiety comes in. Joining Team Programme was an eye opening and a life changing moment for him. With his determination and hard work, he landed himself a job with the support from TEAM and finally achieved his goal, to be employed in the government. He then won the prestigious Global Young Awards for Asia 2021 beating other nominations from Asia partners.





ACKNOWLEDGEMENTS

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SPONSORS AND PARTNERS

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ACKNOWLEDGEMENTS



ACKNOWLEDGEMENTS



THANK YOU

We would like to take this opportunity to thank our sponsors, our partners, and the community. We were able to change the lives of so many with your support. We will continue to strive onwards, for a better Malaysia.



Ground Floor, Bangunan Darul Ehsan, 3 Jalan Indah, Section 14, 40000, Shah Alam, Selangor Darul Ehsan



+603 5523 5368



www.selangoryouth.com



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