

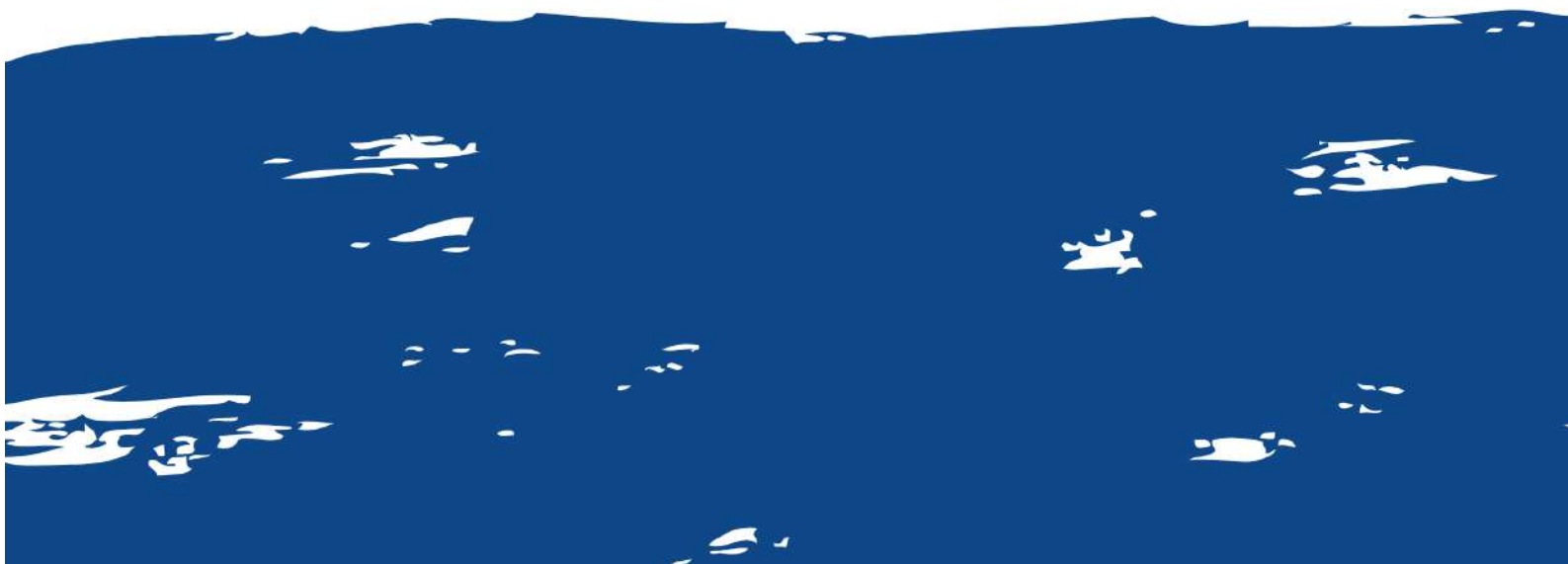


the  
hope  
project.



# 2020 ANNUAL REPORT

THE HOPE PROJECT



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## SUMMARY

2020 has definitely been an unprecedented but nonetheless eventful year for all of us here at The Hope Project. Celebrating World Autism Awareness Month this year in the midst of a global health crisis, we have set out to focus on making an impact through remote options like social media and have placed various physical presentations on hold. In a 'bigger than ever' approach, we continued our #lovesomeonewithautism social media campaign again in order to raise awareness and acceptance for individuals with Autism.

In efforts to reach more individuals and with thanks to donors of The Hope Project, we were able to launch our 'Autism at Home' online resource platform! To top it all off, we were also graced with more opportunities to train 5 more Pusat Pemulihan Dalam Komuniti (PDK) centres from our partnership with The Ministry of Women, Family and Community Development.

This report details the outworking of the project for 2020 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 initiative 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](mailto: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) in partnership with Yayasan Kajian dan Pembangunan Masyarakat (YKPM).*

# CAMPAIGNS

## PUBLIC PRESENTATIONS & PUBLIC MEDIA INTERVIEWS

Though public gatherings have significantly reduced, we have been able to reach out the University of Cyberjaya and spoke to 60 students! Additionally, The Hope Project founder, Jochebed Isaacs was also featured in Oriental Daily and Her Inspirasi on the 8<sup>th</sup> of April. Jochebed was also invited to speak on Comma's Facebook Live and talked about managing challenging behaviours in children with Autism on the 27<sup>th</sup> of April 2020!



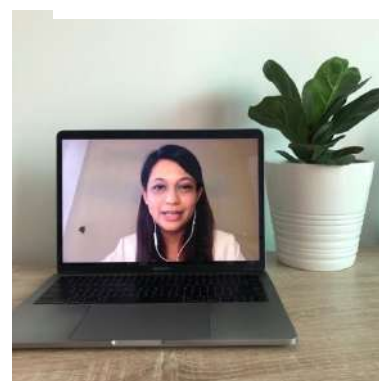
Her Inspirasi Article



Oriental Daily Article



Comma Facebook Live



Comma Facebook Live

On the 28<sup>th</sup> of May 2020, Jochebed was invited to speak in a webinar by HELP University in conjunction with teacher’s day on the topic: Non-formal Education – The Future of Education Initiatives. She spoke to over a 150 participants about how teachers and parents can teach individuals with autism and how to navigate online teaching!

We were also graced with an invitation for Jochebed to be featured as a speaker on Shopee Mum’s Club livestream. This is a collaboration between Shopee and DoctorOnCall, featuring a series of speakers in monthly livestreams. Jochebed discussed the topic of Autism Spectrum Disorders as well as some tips for parents and community.



In November 2020, Jochebed was invited to speak across two different events. On the 13<sup>th</sup> of November, she was invited to INTAN’s Program Bitarawangsa in accordance to Children’s Day and spoke to 430 participants via Zoom about Autism and what the community can do in order to help individuals with Autism. On the 21<sup>st</sup> of November, she was also invite to speak to 50 Kolej Tunku Jaafar Students on Autism and her journey in this line of work.



*INTAN Program Bitarawangsa*



*KTJ Career talk*

For each channel of public outreach, we continue to speak to raise awareness on autism, early detection and treatment options.

Her Inspirasi Article: <https://herinspirasi.com/kem-keluarga/how-to-explain-covid-19-to-children-with-autism/2/>

Oriental Daily Interview:

<https://www.orientaldaily.com.my/news/education/2020/04/08/334771>

Help University Webinar:

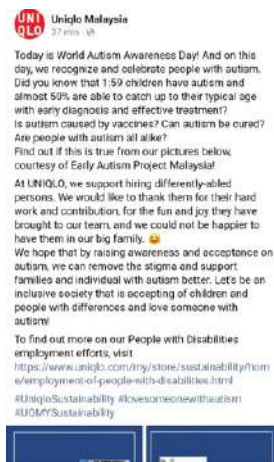
<https://youtu.be/yRKEec6wt68>

Shopee Mum's Club Oriental Daily Interview:

[https://live.shopee.com.my/share?from=replay&session=351811&record=944960&viewer=2173#copy\\_link](https://live.shopee.com.my/share?from=replay&session=351811&record=944960&viewer=2173#copy_link)

## SOCIAL MEDIA ACCEPTANCE CAMPAIGN

With our focus on our #lovesomeonewithautism campaign this year, we aim to continue raising awareness and acceptance for individuals with autism. We set out to educate and empower the public by encouraging the sharing of information regarding autism, sharing reasons why they love someone with autism as well as share in support of the campaign. This was done all across various social media platforms such as Instagram and Facebook. In all platforms, there have been over 350 posts using the hashtag #lovesomeonewithautism which included some posts from major partners such as Boost (App), GSC Cinemas and Uniqlo!



Various social media influencers also championed the cause with us!



## 'KINDNESS IS COOL' CAMPAIGN VIDEO

For our social media campaign, we also launched our campaign video featuring one of our star kiddos, Titan! This video is suitable for children of all ages to learn more about individual differences, learning that it is okay to be different and how we can be kind to one another.

As of the end of April, the video has garnered a total of 58,800 views online through Facebook, YouTube and Instagram.



'Kindness is Cool' campaign video can be viewed here:

<https://www.youtube.com/watch?v=RKzlgWogmig>



## AUTISM AWARENESS BILLBOARD ADS

Throughout the entire month of April 2020, UNILINK has given in kind ad time on 5 billboards across the Klang Valley in support for our World Autism Awareness Month campaign. With the exposure time, we aimed to continue raising awareness on autism and encouraging families to act early upon noticing any red flags for autism. Our campaign advertisement was displayed across 5 different locations as per below:

1. Jalan Bukit Bintang, Kuala Lumpur
2. Sri Hartamas (Sprint Highway), Kuala Lumpur
3. LDP near Sri Pentas, Kuala Lumpur
4. LDP near Kompleks Sukan PKNS, Selangor
5. LDP near Sunway City, Selangor



# WORLD AUTISM AWARENESS MONTH HIGHLIGHT VIDEO

For all that we have done in the month of April in conjunction with World Autism Awareness Month, we produced a highlight video to increase awareness as well as further celebrate the various collaborations that we have been able to be a part of.



You can view our WAAM 2020 highlight video here:  
<https://youtu.be/YLy5uC2rWTo>

## SERVICES

### TRAINING AND DEVELOPMENT OF TEACHERS IN PROGRAM PEMULIHAN DALAM KOMUNITI (PPDK)

After a successful training of the teachers in Program Pemulihan Dalam Komuniti (PPDK) Presint 9 from 13<sup>th</sup> of June 2019 to December 2019, we were graced with more opportunities to train and develop teachers from 5 other PDK centres in Klang Valley. The 5 different centres are:

1. PDK Presinct 14
2. PDK Titiwangsa
3. PDK Sindrom Down
4. PDK Permata Hati
5. PDK Taman Wahyu

However, with the global health situation in 2020, training sessions were put on hold and resumed in August 2020.



PDK Titiwangsa



PDK Putrajaya (Presint 14)

## WAAM 2020 INSTAGRAM LIVE

On top of that, we also went LIVE on Instagram for the first time ever. Throughout the month of April, our director, Jochebed Isaacs alongside with one of our senior supervisors held a total of 5 Instagram lives in order to answer questions and discuss strategies that families can implement in managing challenging behaviours, setting up their homes, as well as teaching children with autism.



**WORLD AUTISM AWARENESS DAY**

**JOIN US**

 **LIVE**

**9AM (GMT+8)**

**Q & A session with**  
Director of EAP Malaysia,  
**JOCHEBED ISAACS &**  
Senior Supervisor of  
EAP Malaysia, **SARAH WOO**



**WORLD AUTISM AWARENESS MONTH**

 **LIVE**

**09.04.2020**  
**5.00PM**

JOIN US FOR Q & A SESSION ON  
INSTAGRAM LIVE ON THE TOPIC OF  
**MANAGING CHALLENGING BEHAVIOURS**

DIRECTOR OF  
EAP MALAYSIA  
**JOCHEBED ISAACS**

SENIOR SUPERVISOR OF  
EAP MALAYSIA  
**SARAH WOO**



**WORLD AUTISM AWARENESS MONTH**

 **LIVE**

**16.04.2020**  
**5.00PM**

JOIN US FOR Q & A SESSION ON  
INSTAGRAM LIVE ON THE TOPIC OF  
**SETTING UP YOUR HOME**

DIRECTOR OF  
EAP MALAYSIA  
**JOCHEBED ISAACS**

SENIOR SUPERVISOR OF  
EAP MALAYSIA  
**SARAH WOO**



**WORLD AUTISM AWARENESS MONTH**

 **LIVE**

**23.04.2020**  
**5.00PM**

JOIN US FOR Q & A SESSION ON  
INSTAGRAM LIVE ON THE TOPIC OF  
**TEACHING CHILDREN WITH AUTISM**

DIRECTOR OF  
EAP MALAYSIA  
**JOCHEBED ISAACS**

SENIOR SUPERVISOR OF  
EAP MALAYSIA  
**SARAH WOO**



**WORLD AUTISM AWARENESS MONTH**

 **LIVE**

**30.04.2020**  
**5.00PM**

JOIN US FOR Q & A SESSION ON  
INSTAGRAM LIVE ON THE **RECAP OF**  
**BEHAVIOUR MANAGEMENT STRATEGIES**  
IN CHILDREN WITH AUTISM

DIRECTOR OF  
EAP MALAYSIA  
**JOCHEBED ISAACS**

SENIOR SUPERVISOR OF  
EAP MALAYSIA  
**SARAH WOO**

## AUTISM AT HOME WEBINARS

In the 2<sup>nd</sup> half of the year in 2020, our team at The Hope Project reached out to a real-life mom of 4 children, 2 on the autism spectrum while 2 are typically developing. Our director Jochebed Isaacs along with one of EAP’s supervisor, Stephanie provided free consultation on how to teach a child with autism at home, managing challenging behaviours, and navigating through puberty. Throughout the three webinars, we provided strategies to help her and followed up with her on the children’s progress. It has been an incredible journey with this family and we hope to continue making an impact with more families!



Managing Challenging Behaviours



Navigating Through Puberty



Teaching My Child with Autism at Home

The Webinars can be viewed here:

Managing Challenging Behaviours: <https://youtu.be/4lMyMTKMYRI>

Navigating Through Puberty: <https://youtu.be/9XT3CDPuN74>

Teaching My Child with Autism at Home: <https://youtu.be/itGJU0kmmvg>

## THP CHRISTMAS OUTREACH

In conjunction with Christmas in 2021 and through the unprecedented year for everyone, all of us at The Hope Project decided to reach out and bless 2 of our previous scholarship families:

1. Family of Aaryn and Abrianna
2. Family of Ashton

A few of us were able to give both families a surprise delivery of gifts to their front door. It is our heart to hopefully be able to bring smiles to the faces of the children as well as the parents who have continued to remain strong throughout their journey.



# RESOURCES

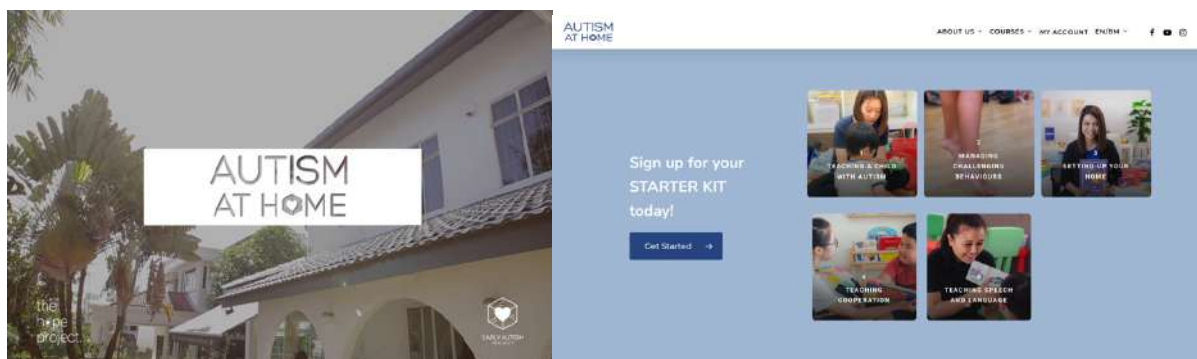
## AUTISM AT HOME ONLINE RESOURCE PLATFORM

With thanks to previous donors of The Hope Project and as a result of various collaborations, we have had the funding to be able to develop and launch Autism at Home online resource platform! The Autism at Home features a series of interactive courses with videos. The strategies taught in the courses are some of the best strategies utilized by Applied Behavioural Analysis (ABA) professionals all over the world to teach individuals with Autism! 8 months after its launch, the platform has garnered 237 sign ups and we have completed the filming of our 8<sup>th</sup> series in the resource.



The Autism at Home trailer video can be viewed here:

<https://youtu.be/ELIkKB-hymM>



The Autism at Home website can be accessed here:

<http://www.autismathome.co>

# BLOG RESOURCES

In light of the announcement of the Movement Control Order from the 18<sup>th</sup> of March to the 31<sup>st</sup> March 2020, a blog resource on “Support for families with autism coping with COVID-19” was produced to help provide strategies families can apply at home to help the individuals with autism cope with the changes.



Throughout the rest of the year in 2020, we have also worked on releasing more blog resources on a variety of topics including festivity-based activities, COVID-19 related resources for both parents and children, tributes to fathers and mothers out there, screen time as well as autism advocacy.





The resources can be accessed here:

Support for Families with Autism coping with COVID-19:

<https://autismmalaysia.com/2020/03/support-for-families-with-autism-coping-with-covid-19/>

How much screen time should my child be getting:

<https://autismmalaysia.com/2019/03/how-much-screen-time-should-my-child-be-getting/>

Celebrating Easter at Home:

<https://autismmalaysia.com/2019/03/how-much-screen-time-should-my-child-be-getting/>

Mother's day Tribute:

<https://autismmalaysia.com/2020/05/mothers-day-tribute/>

Celebrating Hari Raya in The New Normal – Raya Kids Activities:

<https://autismmalaysia.com/2020/05/celebrating-hari-raya-in-the-new-normal/>

Father's Day Tribute: A Chat with Father of Children with Autism:

<https://autismmalaysia.com/2020/06/fathers-day-tribute-a-chat-with-fathers-of-children-with-autism/>

#Safeathome Self-Care Checklist for Parents:

<https://autismmalaysia.com/2020/06/safeathome-self-care-checklist-for-parents/>

A Conversation about Acceptance:

<https://autismmalaysia.com/2020/06/a-conversation-about-acceptance/>

Deepavali Fun-at-Home Activities for Kids:

<https://autismmalaysia.com/2020/11/deepavali-fun-at-home-activities-for-kids/>

Celebrating Christmas at Home – Activities for Kids:

<https://autismmalaysia.com/2020/12/celebrating-christmas-at-home-activities-for-kids/>

## ADDITIONAL

### LAUNCH OF MERCHANDISE

This year for World Autism Awareness Month, we launched a new line of #lovesomeonewithautism merchandise! This year, we kickstarted our first ever online store at <https://autismmalaysia.com/store/> ! As we sold our new line of merchandise, we also continued to sell our 2019 merchandise at a sale price!

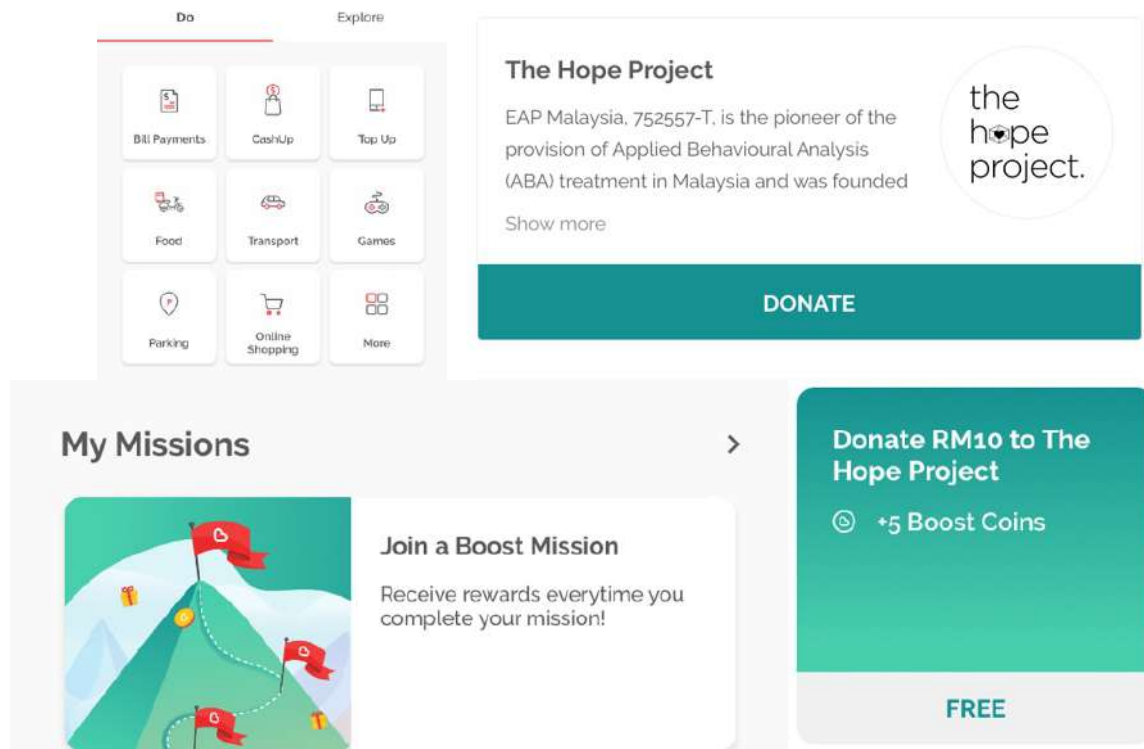


# FUNDRAISING & FINANCES

## PARTNERSHIP WITH BOOST APP, AXIATA DIGITAL

The Hope Project continued our partnership with Boost in order to raise funds for The Hope Project. We were given the opportunity to continue being included into their list of non-profit organisations where The Hope Project can receive donations from their users.

In conjunction with World Autism Awareness Month as well as the Ramadhan month, Boost has in kind offered to set up a Boost Mission with The Hope Project in order to encourage more members of the public to donate to The Hope Project. Users of Boost e-wallet can participate in the mission to donate a minimum of RM10 in support of our efforts at The Hope Project and in return, they were rewarded with coins in their e-wallet. Throughout the year, we have managed to raise a total of RM16,715 to support The Hope Project’s efforts.



## ADAM'S AUTISM AWARENESS AQUATHLON

Throughout the end of 2019 and the beginning of 2020, we have had the privilege to work with Adam on an aquathlon he organised as his high school project.

His project aimed to raise funds for The Hope Project in support of The Hope Project's efforts to raise awareness. Throughout his project, he ran and swam a staggering, 400km and raised almost RM6000 in support of all our efforts! He kept a record of his progress and even did a presentation for his school mates. We could not be more proud to be a part of this project with Adam.



## CONTRIBUTIONS

Throughout 2020 and together with various partners, we successfully raised RM 28,785.79 in efforts 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.

## MOVING FORWARD



Awareness about accurate diagnosis and treatment



Implementation of national standards in the field of autism



Increased access to research-proven, effective therapy

In line with The Hope Project’s core objectives, initiatives for 2020 were focused towards achieving the goals through our outreach efforts in campaigns, services and resources outlined above. As we move forward into 2021, our passion and determination will continue to be guided by our vision to make world class services accessible to all. The table below shows our upcoming events and plans for 2021:

### **TRAINING AND DEVELOPMENT OF NASOM TEACHERS**

Along with the goal of making national impact by reaching out to more individuals with Autism in the B40 and M40 communities, we are also partnering up with NASOM to strengthen their teachers in order to aid their students to achieve more.

### **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.

<p><b>WORLD AUTISM AWARENESS MONTH 2021 CAMPAIGN</b></p> <p>As the month of April 2021 approaches, we will continue our efforts in raising awareness and acceptance through our 'Kindness Starts with Me' campaign, online social media campaigns, public presentations, trainings, and workshops.</p>	<p><b>CONTINUED TRAINING OF MORE PDK TEACHERS</b></p> <p>With the recent partnership with both Ministry of Education and PPDK, we want to continue to strengthen the partnership as well as make national impact through various solutions discussed such as fine-tuning of special education training for teachers in public schools as well as implementation of training for teachers in PPDK centres.</p>
<p><b>TRAINING AND DEVELOPMENT OF TEACH FOR MALAYSIA FELLOWS</b></p> <p>In hopes to reach out to more B40 communities, we are partnering with Teach For Malaysia to train their fellows in managing children with special needs in schools as the fellows take their role as school teachers in various states across Malaysia.</p>	<p><b>TRAINING OF HOSPITAL TUN AZIZAH KL'S EMERGENCY DEPARTMENT</b></p> <p>As 2021 approaches, we will also be working together with Hospital Tun Azizah KL in the training of their emergency department staff. The training will help prepare them to respond more effectively towards individuals with special needs, ensuring a more thorough support.</p>

We look forward to making more impact in 2021 through all efforts in raising awareness and acceptance, providing services and developing resources. All fund raising efforts will also continue in 2021 in order to support the three outreach methods.

## CONTACT US

For further information or clarification about this report, do contact us via email at [projects@autismmalaysia.com](mailto: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](http://www.autismmalaysia.com/thehopeproject)
- o [www.facebook.com/eapmalaysia](https://www.facebook.com/eapmalaysia)
- o [www.instagram.com/eapmalaysia](https://www.instagram.com/eapmalaysia)
- o [www.instagram.com/eaphopeproject](https://www.instagram.com/eaphopeproject)
- o [www.youtube.com/autismmalaysia](https://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 to 2021 and having greater reach in everything that we do here.

**Prepared by:**

Michelle Yong, The Hope Project Coordinator & EAP Supervisor  
21<sup>st</sup> Jan 2021

**Reviewed by:**

**Jochebed Isaacs**

EAP Director

21<sup>st</sup> Jan 2021

**Datuk Dr. Denison Jayasooria**

Director of Yayasan Kajian dan  
Pembangunan Masyarakat (YKPM)

21<sup>st</sup> Jan 2021