

# MY STARFISH FOUNDATION **A Decade of Impact**

2014-2024



Creating Change, One Life at a Time

# BOARD OF TRUSTEES



**Cheng Ping Keat**



**Wong Lup Hang**



**Margaret Soo Boon Yoke**



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**The Late Dr Sia Ah Hiok**



**Victor Leong (Retired)**



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# OUR PARTNERS



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# FINANCIAL HIGHLIGHTS (2014-2024)

Financial Year Ended	June-14	June-15	June-16	June-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-24	TOTAL
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Income by Source												
Contribution Received	1,005,677.00	480,483.00	39,800.00	512,497.00	725,915.00	462,837.00	547,939.00	449,425.00	884,478.00	487,198.00	584,084.00	6,180,333.00
Fund raised from Bald and Beautiful Campaign	-	-	1,225,923.00	-	2,282,351.00	-	-	2,663,165.00	413,173.00	-	2,874,358.00	9,458,970.00
Fund raised from Sending Love To The Frontlines	-	-	-	-	-	-	-	2,441,395.00	-	-	-	2,441,395.00
	1,005,677.00	480,483.00	1,265,723.00	512,497.00	3,008,266.00	462,837.00	547,939.00	5,553,985.00	1,297,651.00	487,198.00	3,458,442.00	18,080,698.00
Donations Given and Expenses												
Projects For Happiness	137,293.00	45,821.00	139,881.00	163,421.00	248,342.00	98,320.00	78,500.00	72,433.00	103,856.00	100,899.00	54,948.00	1,243,714.00
Promote Arts and Culture	117,840.00	103,520.00	33,000.00	79,000.00	129,720.00	96,200.00	93,333.00	277,600.00	146,800.00	176,700.00	139,860.00	1,393,573.00
Support Underprivileged Communities	141,671.00	116,114.00	76,800.00	50,832.00	133,423.00	32,000.00	126,300.00	119,592.00	95,250.00	148,461.00	136,410.00	1,176,853.00
Economic, Environmental and Social Matters	7,000.00	217,000.00	61,536.00	18,400.00	184,045.00	139,500.00	331,800.00	175,840.00	48,117.00	62,874.00	144,589.00	1,390,701.00
General Administrative Expenses	32,292.00	15,195.00	6,365.00	4,301.00	65,959.00	55,031.00	22,916.00	20,871.00	113,020.00	44,096.00	258,519.00	660,511.00
Beneficiaries of Bald and Beautiful Campaign	-	-	1,309,962.00	-	2,138,055.00	114,896.00	-	21,946.00	3,136,993.00	-	2,845,916.00	9,545,822.00
Beneficiaries of Sending Love To The Frontlines	-	-	-	-	-	-	-	2,326,162.00	-	261,298.00	33,525.00	2,620,985.00
	436,096.00	497,650.00	1,627,544.00	315,954.00	2,899,544.00	535,947.00	652,849.00	3,014,444.00	3,644,036.00	794,328.00	3,613,767.00	18,032,159.00

# FUNDING AREAS (2014-2024)

	PERCENTAGE (%)	RM (Millions)
BENEFICIARIES OF BALD AND BEAUTIFUL CAMPAIGN	53	9.55
BENEFICIARIES OF SENDING LOVE TO THE FRONTLINES	14	2.62
PROMOTE ARTS AND CULTURE	8	1.39
ECONOMIC, ENVIRONMENTAL AND SOCIAL MATTERS	8	1.39
PROJECTS FOR HAPPINESS	7	1.24
SUPPORT UNDERPRIVILEGED COMMUNITIES	6	1.18
GENERAL ADMINISTRATIVE EXPENSES	4	0.66
	100	18.03



# PROJECTS FOR HAPPINESS: EMPOWERING STUDENTS TO CREATE CHANGE

Over the past decade, *Projects for Happiness* has sponsored RM1.24 Million in funding to university students with meaningful, actionable ideas. More than financial aid, the My Starfish Foundation offers structured project assessments, mentorship, and guidance, helping students turn their compassion into real impact.

209

Total Projects

RM  
1.24M

Total Funding

1%  
Animal  
Welfare

22%  
Quality  
Education

2%  
Racial  
Harmony

43%  
Helping the  
Underprivileged

18%  
Environmental  
Protection

14%  
Arts & Culture

projects for  
happiness

Your Action Changes The World

## IMPACT REPORT

More than

46

participating tertiary  
education institutions

Over

2,600

participating students

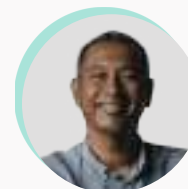
More than

65,000

beneficiary members



**Cheng Ping Keat**  
Executive Chairman of  
Khind Holdings Berhad



**Abdul Razak Abdul Aziz**  
Chief Seeder of  
SEEDS Malaysia



**The Late Dr Sia Ah Hioi**  
Educator &  
NLP Practitioner



**Wong Lup Hang**  
Cancer Research Malaysia  
Member of Scientific  
Advisory Board



**Assoc. Prof. Ts. Dr. Wan  
Zuhani Saad**  
Director  
Centre for Academic  
Development and Leadership  
Excellence (CADE-Lead)  
Universiti Putra Malaysia



**Dr. Mohd Mokrish Md Ajat**  
Senior lecturer  
Faculty of Veterinary Medicine  
Universiti Putra Malaysia



**Dr. Mohd Hafiz Bin Abu Hassan**  
Deputy Director  
Centre of Excellence for  
Teaching & Learning, Universiti  
Sains Islam Malaysia (USIM)



**Tee Lee Meng**  
Business Consultant &  
CEO Coach



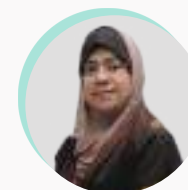
**Dato' Seri Rosman  
Bin Mohamed**  
Independent Non-Executive  
Director of Khind Holdings Berhad



**Wong Kah Kane**  
CEO Coach



**Ding Lee Leong**  
Oriental Daily News Chief Editor  
cum Senior General Manager



**Prof. Dr. Sharipah Ruzaina  
Syed Aris**  
Professor Faculty of Education,  
UiTM

# TOP 12 BEST PROJECTS

TITLE OF PROJECT	UNI	YEAR	TITLE OF PROJECT	UNI	YEAR
Buku Jalanan Chow Kit (BJCK) Module	UM	2016	Chicken Coop Project	UTAR	2019
Safety Ride	UiTM (Segamat)	2017	Assemble to Assembly Comm"Unity" Activation	UCSI	2020
SoyAi - Soymilk Self-sustainability Project	UNM	2017	Theraplay 1.0, 2.0, 3.0	UTM	2021, 2022, 2023
It's Fun to Learn Mandarin	UiTM (Pasir Gudang)	2018	Come Together - A Music Project of Hope and Happiness	UPM	2021
Alcohol Awareness Skit Competition - Empowering Youths of Tambunan to Say No to Alcohol	UMS	2018	Hello Seletar!	Southern UC	2022
The Mindflu Project	UCSI	2018, 2019	Unreel Pangkor	UCSI	2023



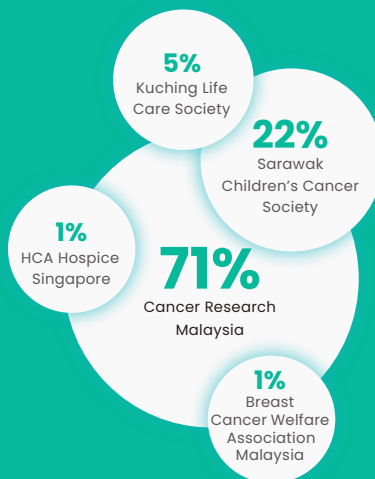


# BALD & BEAUTIFUL: A JOURNEY OF LOVE AND HOPE

Since its inception, *Bald & Beautiful* has held five campaigns, expanding its impact through innovation and collaboration, bringing hope to cancer patients while raising public awareness.

**6,343**  
Total Shavees

**RM  
9.55M**  
Total Funds Raised



**B&B 1.0**  
Raised 250K  
178 shavees



Bald & Beautiful 1.0 (2012)

**B&B 2.0**  
Raised 1.23M  
975 shavees



Bald & Beautiful 2.0 (2015)



Bald & Beautiful 3.0 (2018)

**B&B 3.0**  
Raised 2.28M  
1,650 shavees



Bald & Beautiful 4.0 (2021)

**B&B 4.0**  
Raised 3.19M  
1,672 shavees

**B&B 5.0**  
Raised 2.85M  
1,868 shavees



Bald & Beautiful 5.0 (2024)





## CANCER RESEARCH MALAYSIA: Bridging Science and Care

Cancer Research Malaysia (CRM) is the only non-profit organisation in the country dedicated to the research of cancers that commonly affect Malaysians as well as the people around our region. Through B&B, MSF has been one of the key supporter in advancing treatments and improving patient care.



## SARAWAK CHILDREN'S CANCER SOCIETY: A Bridge of Support for Families

In 1999, parents united by their children's cancer diagnoses founded the Sarawak Children's Cancer Society (SCCS), turning shared struggles into a mission to support families, offering strength, care, and a vital lifeline throughout their cancer journey.



# PROMOTE ARTS AND CULTURE: THE FOUNDATION OF HUMANISTIC LITERACY

Arts and culture, the spiritual pulse of society, offer depth, reflection, and inspiration—especially during challenging times. Recognizing their value, My Starfish Foundation has consistently supported performing arts for 11 years, providing steady financial aid, guidance, and networking opportunities. During the pandemic, it amplified this support, offering artists renewed hope and helping the arts continue to thrive.

**150**

Total Projects

**RM  
1.39M**

Total Funding

**6%**

Visual Arts

**12%**

Language Arts

**82%**

Performing Arts



## DUA SPACE DANCE THEATRE: Bridging Cultures Through Dance



## HANDS PERCUSSION: Connecting Lives Through Drumming





## ECONOMIC, ENVIRONMENTAL & SOCIAL MATTERS

# NURTURING ENVIRONMENT AWARENESS

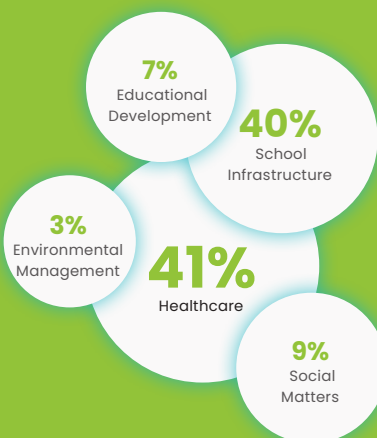
The Greening Sekinchan project demonstrates the power of education and grassroots action in driving sustainability. Through consistent and collaborative efforts, My Starfish Foundation is turning Sekinchan's green vision into reality—one tree at a time.

**140**

Total Projects

**RM  
1.39M**

Total Funding





# SUPPORT UNDERPRIVILEGED COMMUNITIES ILLUMINATING LIVES WITH LOVE

The story of Persatuan Kebajikan Sinar Cahaya Istimewa is one of perseverance and love. Their work not only provides tangible assistance to children with special needs and their families but also serves as a reminder that every life has the potential to shine. With continued support from My Starfish Foundation, this beacon of hope will keep illuminating the path for more families in need.

**110**  
Total Projects

**RM 1.18M**  
Total Funding

**23%**  
Cancer  
Awareness

**28%**  
Children

**46%**  
Disability & Health

**3%**  
Elderly People



# CONTACT US

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**My Starfish Foundation**



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**My Starfish Foundation**

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**Thank  
you**

**谢谢**

**terima  
kasih**

**நன்றி**