

ANNUAL REPORT

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**Meet today's problem solvers
who are empowered to create
a brighter future for all.**

ARUS ACADEMY







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OUR MISSION

Arus Academy is an education-focused social enterprise working towards making learning relevant through multidisciplinary approaches. Our programmes include teaching digital skills, financial skills, media literacy, and information literacy, all while incorporating themes of global citizenship education.

Arus' programme design focuses on hands-on, project-based, gamification and real-life simulations to immerse students and teachers in the learning experience.

Arus' main beneficiaries are teachers and students, especially from underprivileged and marginalized communities. Over 100,000 students and 70,000 teachers across Malaysia have already benefited from Arus' in-person and virtual programs.

Our branch in Penang operates as an enrichment centre to reignite a passion for learning in students from low-performing schools. Through our maker approach, we strive to help students rediscover the joy of learning and creativity.

Our curriculum empowers students to put their academic knowledge into practice by creating tangible solutions. This hands-on approach allows students to witness firsthand how theoretical concepts materialize into real-world applications, bringing their learning to life.

Arus in Kuala Lumpur is currently partnering with the NGO Buku Jalan Chow Kit to establish a formal learning program for undocumented children. Together, we are developing a structured curriculum to provide these students with access to quality education and ensure they receive the educational support they deserve.



Teaching for us is about igniting sparks that light up futures.

- ARUS CO-FOUNDERS

A decade ago-

we embarked on a journey not just as teachers, but as advocates for change in the field of education. Our time in the classroom ignited a passion, driving us to create something truly impactful at the end of our 2nd year of teaching - Arus Academy.

9 years into running Arus Academy, we have expanded our programs beyond STEM education, delving into financial literacy and media literacy, ensuring that our students are equipped with the skills they need to thrive in an ever-evolving world. Our partnership with Buku Jalanan Chow Kit which

began as an after-school collaboration, has today blossomed into a vibrant school community of over 86 students and 10 full-time dedicated teachers.

Every success we celebrate - from reaching every state in Malaysia to cultivating relationships with educators nationwide - is a testament to the power of collective effort and unwavering dedication. We are proud to say that our commitment goes beyond academic achievement; we strive to nurture the social and emotional well-being of our students, equipping them not just with knowledge, but with empathy, respect, and curiosity.



“With profound appreciation and boundless optimism”

Daniel Russel, David Chak, Alina Amir & Felicia Yoon
Co-founders & Directors, Arus Academy

“Our programs are designed to address current issues, turning them into invaluable learning opportunities that foster a sense of global citizenship among our students.”

Moreover, we recognize that the well-being of our teachers and the culture within our organization are paramount. We endeavour to create an environment that supports the holistic development and mental health of every individual we work with, ensuring that our impact extends beyond the classroom and into the lives of those who make our mission possible.

As we look ahead, our vision remains steadfast. We are committed to expanding our reach, sharing our learnings, and fostering innovation in education. Our goal is to create a ripple effect of positive change that touches the lives of every child, ensuring that quality education is not just a privilege, but a fundamental right.

We extend our deepest gratitude to our esteemed partners – Ministry of Education Malaysia, UNICEF Malaysia, FWD Takaful, CelcomDigi, MDEC, Cytron Technologies, the US Embassy in KL, and Yayasan Hasanah – whose unwavering support has been instrumental in our journey. We also extend our heartfelt appreciation to the teachers, parents, students, alumni, and every individual who has contributed to our cause. Through your support and belief in our mission, we can affect meaningful change and inspire a generation.

Our Impact

in 2023 from our in-person & virtual programmes.

5,170

STUDENTS INVOLVED IN
OUR PROGRAMMES

3,047

TEACHERS INVOLVED
IN OUR PROGRAMMES

1,816

SCHOOLS
INVOLVED

16

JPNS ENGAGED
DIRECTLY

Overview of Arus' Programs in 2023

Arus' Programmes are strategically divided into two main categories to maximize impact and reach.

ARUS' VISIONARIES

The Visionaries team spearheads nationwide programs aimed at engaging students and teachers from public schools across the country. These initiatives focus on exploring innovative content and approaches to education.

Financial Literacy Fun(d) for Life

Digital Literacy Future Skills for All

Media & Information Literacy Media Education for All

- Projek Pandai Media
- Identifake

Other Projects

- Video production: MAKMur
- Student programmes: Serdang Maker Club
- Content development & teacher support: VIA Safe Mobility
- Content development & teacher training: World School Project
- Online course: Google Kurus Kemahiran Aplikasi Google

Social Emotional Learning

ARUS' PIONEERS

The Pioneers team is dedicated to establishing long-term programs such as full-fledged schools and after-school enrichment centers. These programs prioritize skills development and offer ongoing coaching to students, ensuring their holistic growth and development.

Arus Academy x Buku Jalan Chow Kit School

Penang Maker Programmes



This impact report will showcase inspiring stories from each of Arus' diverse educational programmes, highlighting their unique impact on the teachers & students we serve.

A collaboration between



FINANCIAL Literacy

The Fun(d) for Life Programme aims to shape a financially smart generation. It consists of an online interactive portal, financial literacy camps and design sprint-like events, among many others. These various components of the programme take place throughout the year, across Malaysia, either in person or virtually.

The Fun(d) for Life Programme is made possible with the support of FWD Takaful, a family Takaful operator in Malaysia.

34,353

STUDENTS
IMPACTED IN
2023

1,684

TEACHERS
IMPACTED IN
2023

624

PARENTS
IMPACTED
IN 2023

33

SCHOOLS ENGAGED
ALL ACROSS
MALAYSIA IN 2023



Featured Stories
from the 4 categories
of Fun(d) for Life



'Asas Kewangan' helps students to
build their personal financial plan.
Arthur, 11 y/o



'Kejur Impian' helps teams to
build a business plan.
I - Wonder - Iin



'Sua Muka' helps students to become
the advocates of Financial Literacy.
Sairah, 16 y/o



'Sua Guru' empowers teachers to teach
and advocate for financial literacy.
Citra Hermi



THE STORIES OF Fun(d) for Life

Membina Generasi Celik Kewangan

Arthur, 11y/o enjoys playing table tennis, but has struggled to advance with limited coaching availability in his small hometown of Labuan.

Through Fun(d) for Life's Personal Finance course, he was guided to discover his *ikigai*, his purpose in life, which combines his passion, skills, what the world needs and what he can be paid for, to set up a table tennis academy in Labuan.

With the skills he has learnt on how to turn his dreams into reality matched with the RM2,000 cash he won through the competition, Arthur hopes to set up the table tennis academy by 25 years old, honouring his late mom.



Find out more about FFL programmes



www.arus.cc/pertandinganffl



SCAN ME



Three frustrated teenagers observed rampant food wastage in their school's canteen. After completing our entrepreneurship course, they transformed frustration into opportunity, creating the *I-Wonder Bin*—a compost system that converts waste into compost in just 36 hours.

With aspirations to reduce national food waste and boost the economy by starting with the RM6,000 cash won as seed money, they hope to one day market their innovation globally.



Hailing from the small town of Tawau, Sarinah, 16yo, grew up sometimes unsure of when her next meal will be.

Witnessing the growing gap between the wealthy and the impoverished particularly in Sabah, she advocates for financial literacy for all. She believes it shouldn't just benefit the affluent but should especially reach those most in need—the underprivileged.

Cikgu Herna, a Sabahan teacher, mesmerizes her audience with her journey from humble beginnings to a dedicated teacher at SMK Sultan Abdul Halim, Kedah. Despite financial struggles, her parents prioritized her education.

Now, she empowers students through innovative programs like Fun(d) for life, tunas entrepreneurs, and research. Her innovative initiatives including GODADU, a financial planning game kit aimed to instill the ABCs of finance (Awareness, Behavior, Confidence).





Media Education For All (ME4A)

MEDIA

Literacy

Media Education for All (ME4A), an initiative by Arus in 2020. ME4A provides online courses for teachers to integrate media and information literacy into everyday lessons. This program also offers specialized programs for students and develops educational content focusing on social media to enhance critical thinking skills and promote a more informed society.



32,069

STUDENTS INVOLVED
IN OUR PROGRAMMES

1,000

SCHOOLS INVOLVED



ME4A organised a roundtable at Google Malaysia with YB Teo Nie Ching, Prof Seberiah & Joanne Bale as panelists to discuss misinformation in Malaysia (August 2023).

274

TEACHERS INVOLVED IN
OUR PROGRAMMES

15

SCHOOLS INVOLVED IN
OUR PROGRAMMES



Projek Pandai Media is a collaborative project between partners in Indonesia (Floating School), implemented under Arus' Media Education for All initiative and funded by the U.S. Embassy in Kuala Lumpur. The project aims to enhance media literacy awareness not only in Malaysia but also in Indonesia. Through teacher training sessions held in both countries, *Projek Pandai Media* empowers students and educators to engage in media literacy activities using board games as an educational tool. *Projek Pandai Media* also provided small grants for schools to conduct their own media & information literacy within their respective educational institutions.



Gamifying Media & Information Literacy through our card game!

Through *Projek Pandai Media*, Arus developed a card game called *'Follow Me'* to train teachers and teach students about Media & Information Literacy in a more engaging way.



4-8
Players



10+
Age

45+
Minutes

In *'Follow Me'*, players embody media channels with secret agendas. Players receive event cards and strategically place influence tokens on people cards. The game, available in Malay, Mandarin, English, and Bahasa Indonesia, challenges players to collect followers by earning influence. *'Follow Me'* prompts reflection on media roles and news reporting in the modern world.

The card game is now on sale for RM80 (through our online store)

BUY NOW





Elisha Carmen Erick, 17

Elisha Carmen Erick, a 17-year-old student from Kolej Vokasional Keningau, Sabah with the guidance of Cikgu Mohd Al Khalifa and her team are among the recipients of the RM500 grant dispersed to Top 30 teams under this Projek Pandai Media.

Their team developed a Clickbait Board Game which they used to enhance the media literacy levels of the Sabahan community. They further won an additional RM500 for Best Projek Pandai Media at the Virtual Summit in 2024 with this idea.

She aspires to spread media literacy awareness through innovative games that combine fun with education, capturing attention more effectively than traditional methods.



George Ethan Jeffery, 16

Under the guidance of Cikgu Medelyn Pait, 16-year-old George Ethan Jeffery from SMK Kdurong, Sarawak & his team combined their passion for STEM and coding with their aspiration to address societal issues. Media literacy was one of the issues they were passionate to solve.

As such, through their Projek Pandai Media community project, they encouraged all the students and teachers at their school in rural Sarawak to start their media literacy journey by first taking a pledge to be ethical media users.

They hope to further media literacy education by creating a website to document their media literacy efforts and have even planned a university campaign to secure partnerships and sponsorships, making teaching media literacy a parallel endeavor alongside their future career in STEM and coding.

Identifake

Spot the Fakes

Share the Facts

ROADSHOW

Identifake is a media & information literacy project that comes in the form of interactive physical & digital exhibitions over 10 days in 6 locations all over Malaysia.

The 10-day event is filled with workshops, boot camps and panel discussions for students, teachers and the general public to learn about types of misinformation and ways to fact-check and verify information. Identifake is funded by US Embassy KL and executed by Arus Academy, Biji-Biji Initiative, The Fourth and Media Information Literacy Education (MILE).

To know more about the project, visit www.identifake.my.



Brought to you by





THE STORY OF AQIL, AMMAR, EIZ & NADIEM

Aqil Rifqi, Ammar Fahmi Husaini, Nadiem Haqoom, and Muhammed Elz Iman are part of a student team that participated in **Media4Good Bootcamp** at the Identifake Kuala Lumpur roadshow. Aqil envisions a future where online communities prioritize accuracy, while Ammar aspires to foster well-informed citizens in the democratic process. Nadiem is determined to curb the spread of misinformation on social media, and Muhammad triumphed over online falsehoods, sharpening his skills in identifying fake news and unreliable sources. Together, the team emphasizes the importance of media literacy in creating a trustworthy and safe online environment for all individuals.

MEDIA4GOOD BOOTCAMP

Media4Good BootCamp was a 2-day program held during the Identifake Roadshow. Students were taught how to verify information and recognize different types of misinformation using real-world examples and hands-on activities. As part of the boot camp, students created fact-check videos to educate the public, and the best video was determined through public voting, fostering community engagement and impact.

MEDIA4GOOD OUTCOME

As part of **Media4Good bootcamp**, Aqil, Ammar, Eiz & Nadiem created a video debunking misinformation about hologram watches using a combination of acting and animation to engage the audience. They utilized fact-checking strategies to verify the information presented, ensuring the credibility of their efforts. Their work aimed to inspire young people to be aware of misinformation on social media and prevent scams from happening.

Watch Aqil, Ammar, Eiz & Nadiem's submission video :



Watch full playlist of Identifake Media4Good :





KEKANTERAN PENDIDIKAN



Our leading program in digital literacy, Future Skills For all is in partnership with CelcomDigi, UNICEF, MDEC and supported by the Ministry of Education to roll out self guided lessons aligned with the computer science curriculum. This program is designed to be inclusive to all children so that none may be left behind.

DIGITAL Literacy



44,856

USERS ON THE
LEARNING PORTAL

3,704

USERS DOING
OUR CONTENT
ASSESSMENT

464

TEACHERS INVOLVED IN
OUR PROGRAMMES

137

SCHOOLS INVOLVED

The Story of **BERNESSA**

SJK(C) Hin Hua

“ Learning
micro:bit with
**Future Skills for
All** is really easy.

It contains lots of info graphics to help me get a deeper understanding of digital literacy. Sometimes, it might be a little hard to understand what the teacher is really teaching.

After following the courses that Future Skills for All had prepared, it helped me to clearly understand what the teacher wants to teach us.

The challenges that I faced when trying to get more friends to learn with Futureskills are that they are not really interested in digital technology.

I am planning to share more knowledge and the importance of digital literacy in this society.”



Bernessa Yong
Qian Wen, 12
years old.

Winner of
Duta Murid

Future Skills for All
FS4A





SEKOLAH BUKU JALANAN CHOW KIT x Arus Academy



Sekolah Buku Jalanan Chow Kit x Arus Academy was founded in 2022 when co-founders of Arus, Alina Amir and Felicia Yoon along with the founder of Buku Jalanan Chow Kit (BJCK), Siti Rahayu Baharin decided to join hands in creating a school that is accessible to the most marginalized. In 2023, the school served 86 students from primary to secondary level.



YAYASAN
HASANAH

FWD
takaful



REACH-ing new heights

When Najib joined the school, he was initially reserved, but teachers recognised his leadership potential. Elected as a prefect in 2022, he used this opportunity to hone his leadership skills, embodying the school's REACH values: Respect, Efficiency, Adventurous, Collaboration, and Honesty.

Stepping out of his comfort zone, Najib led discussions and projects, fostering empathy and wisdom along the way. By early 2023, he was appointed assistant head prefect, now guiding his team to make a positive impact and serve as role models in the school community.



Project-Based Approach

Transforming Learning

Mei, Sarah, and Nafisah, during their final semester of Project Based Learning, investigated the merits of investing in space exploration. They aimed to develop a more sustainable and cost-effective rocket launching method inspired by bullet train technology. Utilising magnetic levitation, they proposed a prototype to reduce fuel consumption and enable multiple uses of the launching system.

This initiative reflects their journey from creating a smart safe box in 2019 for their learning centre to innovating solutions with global impact today.



PENANG

Maker Programmes

Our maker programmes in Penang have been going strong since the inception of Arus. Students learn relevant life skills from coding to financial literacy to global citizenship so that they may be innovative problem solvers within their community.

217

STUDENTS INVOLVED
IN OUR PROGRAMMES

80

CONTENTS
DEVELOPED

9

PROJECTS CREATED

15

EVENTS, COMPETITIONS
& ENGAGEMENT
ACTIVITIES



THE STORY OF ANDREAS



Andreas Cheong Wei En ,
12, SJK(C) SJKC Jit Sin B
Bronze Category Finalist
for Junior Innovate 2023



“I am truly grateful for the teachers who taught me everything at Arus”.

“Through joining Maker Academy, I learned a lot of coding and programming. I also learned about the sustainable development goals that help people and animals. Also, when I went on a field trip that was organized by the teachers from Arus, I became more confident as I had to talk to new people. This also led me to volunteer for the Penang International Science Fair 2023 to be the student coach to guide visitors in building their own windmill to showcase how renewable energy works.”



SOCIAL

EMOTIONAL LEARNING

The Social and Emotional Learning (SEL) for All initiative, SEL4A, was initiated to pioneer the integration of social and emotional skills development in Malaysia's education system.

This movement started with the establishment of ARUSxBJCK as the leading model school for SEL implementation, with the hopes to lay the groundwork for promoting SEL practices in classrooms nationwide.



101

INDIVIDUALS
PARTICIPATED IN THE
PROGRAMME

32

ORGANISATIONS
DIRECTLY IMPACTED

9

MALAYSIAN STATES WERE
DIRECTLY IMPACTED

RM6,729

SPENT ON THIS PROJECT
IN 2023

How it started

Social and Emotional Learning for All (SEL4A) was initiated when an Arus team member, Nalissa was selected as a Young Southeast Asian Leaders Initiative (YSEALI) Fellow and sent to Austin, Texas where she met with R. Keith Mathery, better known as Coach Rudy, founder of SEL Launchpad.

SEL Launchpad is a US-based organisation set to inspire people to launch SEL programs, provide best practices for developing strong SEL programs, and train teachers to teach SEL skills in engaging and effective ways.

It became part of her YSEALI Reciprocal Exchange Project to bring Keeth's SEL expertise to Malaysian educators.



Equipping the Educators

To incorporate SEL into Malaysia's education system, we worked with Keeth to train the frontliners: the educators.

Within one week, together with Arus' facilitators, Keeth trained a total of 72 educators in KL and Penang who teach in alternative learning centres, public and private schools.

The teachers at Sekolah x BJCK were also tasked to run at least 1 SEL lesson for 30 minutes in their classroom to truly experience putting into practice the SEL skills they have learnt.



Nalissa at the Summer Institute in Austin, Texas learning about social emotional learning (SEL) with teachers all across the United States.





Working with the Ministry

In conjunction with the teacher training by Coach Rudy, Arus organised an SEL Keynote and Roundtable in Kuala Lumpur.

It included key stakeholders: representatives from the Ministry of Education Malaysia, UNICEF, US Embassy, Hasanah Foundation, corporates and educators who engaged in insightful discussions and collaborative efforts towards enhancing SEL practices within Malaysia's educational landscape.

Later on in the year, we reached out to Bahagian Pembangunan Kurikulum, KPM to run a 1-day workshop on Social and Emotional Learning and offer our support and expertise in the development of the new national curriculum to be launched in 2027.

"If this way of teaching is implemented across the country, we can change the trajectory of the students' lives for the better. I am excited to try out some of the SEL activities in the programmes I run for high-need, high-potential students!" - teacher feedback.

Growing Impact



Cikgu Stephen, one of the participants from Arus' Teacher Training later went on to share and advocate for SEL practices to be integrated into science education when he was invited to speak to a room full of 200 teachers at the Mathematics and Science in English Language Seminar organised by the Ministry of Education.

Following the presentation, the feedback was overwhelmingly positive, with teachers pledging to approach it intentionally in the future, as they saw how SEL in education not only enhances students' emotional intelligence but also cultivates critical thinking, empathy and teamwork, vital for scientific inquiry and problem-solving.



OTHER programmes



World School Project

World School Project is an online platform that brings together school communities to share lessons and resources for students to learn remotely and explore courses beyond their classroom. This project was piloted with Sekolah Henry Gurney In Malaka & Pusat Koreksional Shah Alam.

This project is a collaboration between UNICEF Malaysia, Racqa, MatrixC, De Learn Technologies & Jabatan Penjara Malaysia.

25

TEACHERS
TRAINED

DELIMa Kursus Kemahiran Aplikasi Google

Arus created a student self-learning course on Google workspace to be parked in MOE's DELIMa. This course provides students with the basic schools to use Google workspace for their learning, practice safe internet through Google's Be Internet Awesome program and exposed students to Google's Applied Digital Skills.

3

COURSES

16,435

CURRENT
USERS



Memperkasakan Amalan Kemenjadian Murid (MAKMur)

Arus worked with 4 schools to capture the stories of teachers and students for MOE's initiative to create a happy and safe school environment that empowers students' agency and action to be independent learners. The stories documented were turned into a promo video (Scan above QR code to watch the full video):



Youtube: <https://www.youtube.com/watch?v=uasOQYanV44>

Serdang Maker Club

Arus Serdang Maker Club

SJKC Serdang is located in Kedah, Malaysia, situated in a small rural area with only 145 students. They have limited exposure to technology and maker skills.

Thus, seizing this as an outreach opportunity, Arus collaborated with SJKC Serdang to launch a Maker Club, providing students with the chance to learn additional maker skills. As of now, the Serdang Maker Club has 20 students enrolled and have learnt maker skills through microbit programming accompanied with other soft skills such as creativity, critical thinking, problem-solving and presentation skills.

This initiative not only equips them for the present but also paves the way for their future success.

VIA

2,355

STUDENTS
INVOLVED IN OUR
PROGRAMMES

137

SCHOOLS INVOLVED

93

TEACHERS
INVOLVED IN OUR
PROGRAMMES

90

POSTER
SUBMISSIONS IN OUR
PROGRAMMES

Road Safety Initiative in collaboration with



The Story of SK Lajau



Through a partnership between TotalEnergies and Arus Academy, **VIA Safe Mobility** is a program designed to inspire and educate young individuals to serve as ambassadors of safe mobility to improve the safety of their travel to school... and beyond.

Using the RM600 grant given by the program team, SK Lajau sent a proposal and request to Beaufort Public Works Department to make the yellow transverse line more visible and to install flashing amber. The school also added yellow box junctions, speed bumps, and road signages to create road safety awareness among children.

The school lacks road safety facilities, and through the grant given, not only the kids can utilize the money to install the following, but this program turned out to be a student-led movement as the students themselves led the project with their guidance teacher, Cikgu Siti Rudziah Binti Jukim.



SK DESA PANDAN
WINNER

of the competition and represented Malaysia to international level competing against Kazakhstan, Thailand, Romania, and India.



Runner Up



SJKT Kajang



SK Putrajaya
Presint 16(2)



CLOSING CEREMONY



WINNERS OF EACH STATES



SARAWAK



PERAK



JOHOR



TERENGGANU



KEDAH



PULAU PINANG



SELANGOR



KUALA LUMPUR



PERLIS



LABUAN



PUTRAJAYA



NEGERI
SEMILAN



SABAH



PAHANG



KELANTAN



MELAKA

Media Coverage

From features in local newspapers to interviews on popular media platforms, the media coverage reflects the growing influence and positive impact of our work in the education sector. Through these media channels, we aim to increase visibility, drive impact, and inspire transformative change in the field of education.

VIA Initiative

TotalEnergies Malaysia and ARUS Academy Join Forces to Promote Safe Mobility and Road Safety Awareness Among Malaysian Students



TotalEnergies Malaysia and ARUS Academy join forces to promote safe mobility and road safety awareness among Malaysian students. The initiative aims to educate students on road safety and promote safe mobility practices.



CARSICK - TOTALENERGIES MALAYSIA AND ARUS ACADEMY JOIN FORCES TO PROMOTE SAFE MOBILITY AND ROAD SAFETY AWARENESS AMONG MALAYSIAN STUDENTS

TOTALENERGIES DAN ARUS ACADEMY LANCAR PROGRAM MOBILITI UNTUK SEKOLAH DI MALAYSIA



https://www.facebook.com/totalenergiesmalaysia/



CARETA - TOTALENERGIES DAN ARUS ACADEMY LANCAR PROGRAM MOBILITI UNTUK SEKOLAH DI MALAYSIA

TotalEnergies Malaysia 与 ARUS Academy 合作在马来西亚学校推出安全出行计划



September 22, 2023
6:47 PM



CARSENSE - TOTALENERGIES MALAYSIA 与 ARUS ACADEMY 合作在马来西亚学校推出安全出行计划

Media Coverage

FINANCIAL Literacy



(TV) BERITA HARIAN: FUN(D) FOR LIFE PERKUKUH TAHAP CELIK KEWANGAN



TV | BERITA PERDANA: FUNDI FOR LIFE PERKUKUH TAHAP CELIK KEWANGAN



TV | BERITA PROANA: PROGRAM CELIK KEWANGAN BINA GENERASI BIAK URUS DUIT



FACEBOOK LIVE | ASTRO AWANI: FIRESIDE SESSION ON FINANCIAL LITERACY ARUS ACADEMY WITH FWD TAKAFUL



(STREAMED ON YOUTUBE) BERITA RTM: GOLONGAN MUDA PERLU TAHU BELANJA CARA BERHEMAH, KEPERLUAN HARUS DIUTAMAKAN



(YOUTUBE LIVE) ASTRO AWANI: FIRESIDE SESSION ON FINANCIAL LITERACY ARUS ACADEMY WITH FWD TAKAFUL

Media Coverage



#IPTN OFFICIAL - BANCANG KEWAJIBAN, RANCANG MASA DEPAN



Teaching kids to make sense of money

Teaching kids to make sense of money is a crucial skill that parents should instill in their children from an early age. It helps them understand the value of money and how to manage it responsibly.



THE STAR - TEACHING KIDS TO MAKE SENSE OF MONEY



Financial Literacy Activities throughout October aimed at Building a Money-Savvy Community in the Digital Age

WIKI IMPACT - FINANCIAL LITERACY ACTIVITIES THROUGHOUT OCTOBER AIMED AT BUILDING A MONEY-SAVVY COMMUNITY IN THE DIGITAL AGE



HARIAN METRO - LAHIRKAN PELAJAR BILIK PENGURUSAN WANG

FWD Takaful dan Anas Academy bazar perkhasa 100,000 pelajar dengan kemahiran literasi kewangan



DAGANG NEWS - FWD TAKAFUL DAN ANAS ACADEMY BAZAR PERKHAUSA 100,000 PELAJAR DENGAN KEMAHIRAN LITERASI KEWAJIBAN

Bulan Literasi Kewangan Malaysia Untuk Lahirkan Masyarakat Bijak Wang Dan Mahir Perkhidmatan Kewangan Digital



HAJALAH LABUT - BULAN LITERASI KEWAJIBAN MALAYSIA UNTUK LAHIRKAN MASYARAKAT BILIK WANG DAN MAHIR PERKHIDMATAN KEWAJIBAN DIGITAL



Financial literacy is a key skill that everyone should have. It helps you understand how to manage your money and make smart financial decisions.



TRANSLATED FROM PERAK BY CHEW

Financial literacy is a key skill that everyone should have. It helps you understand how to manage your money and make smart financial decisions.



Financial literacy is a key skill that everyone should have. It helps you understand how to manage your money and make smart financial decisions.



TRANSLATED FROM PERAK BY CHEW

Our Stories

PRODUCED BY ARUS IN 2023

Arus Visual Production (AVP) is an in-house video production team in Arus Academy. The team serves as the storytellers that convey the stories within Arus' programmes and outreach, emphasizing on stories that revolve around students and teachers.



Arus Corporate Video



Arus Media Programme 2023



SEL4A Training Reop



Makmur JICA



PHL GCK Certified Coach Course - 5 Weeks



Arus Podcast EP.1



Arus Merdeka Video 2023



Arus Miami Video



How to Create Video Series



PHL Borneo Camp Reop 2023



ME4A MEA Series - 6 Episodes



BJCK Kam Penggerak



BJCK Kam Kolaborasi



ME4A Roundtable Reop



BJCK Sports Day



Watch these videos on:



Arus Academy



Support Us

4 ways to get involved

1



FUND OR DONATE

Join the likes of UNICEF Malaysia, FWD Takatuf, Yayasan Hasanah, Google, Digi & more in supporting us financially. You can also donate physical items for our school such as laptops.

2



HOST AN EXPERIENTIAL OUTING

Help us broaden our students' perspectives and horizon by hosting an educational & experiential outings for them. It could be to your office, factory or to somewhere like Kidzania!

3



MENTOR & COACH

If you have a leadership workshop suitable to empower young leaders like the prefects we have, do think of us.

4



SHARE YOUR EXPERTISE

Whether it's on videography, building resumes or on AI, the students and the team at Arus are always open to learning from experts on various subject matters.

TO DONATE

Be a friend of Arus



Partner with Us



SCAN OR

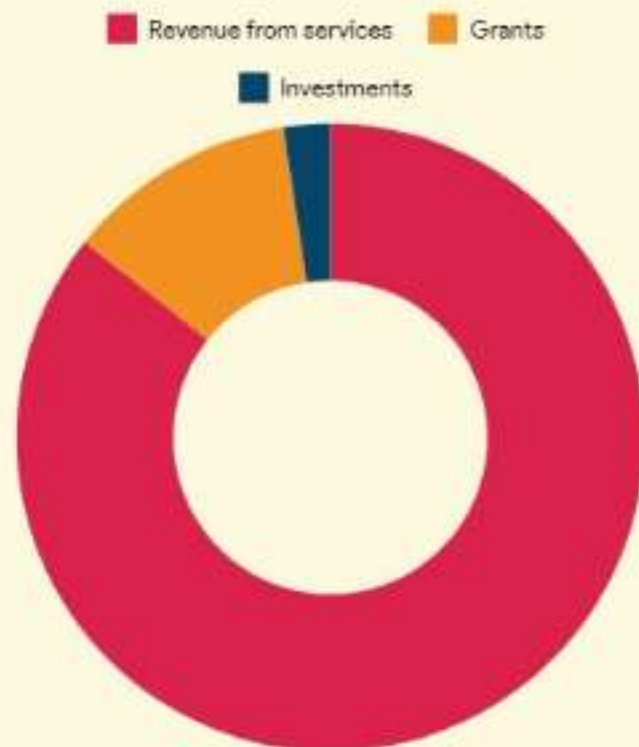


Financials

Investing in Education, Enriching Futures

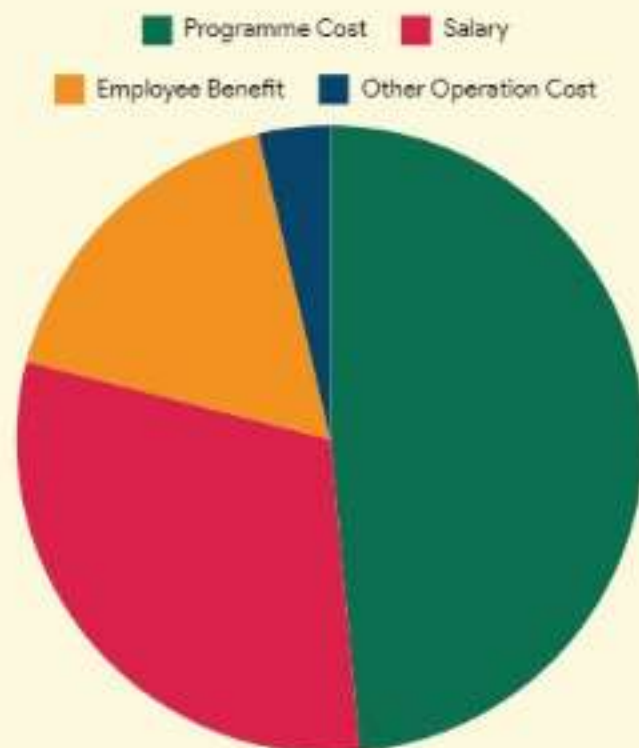
Income

Our earnings is derived from a diverse range of services offered, including teacher training, content development, system set-up, student instruction, and more. These revenue streams, coupled with grants and investments, fuel our mission to invest in education and enrich futures, enabling us to deliver high-quality educational experiences and empower individuals through knowledge and skill development.



Expenses

Our expenses are primarily directed towards programme costs, reflecting our commitment to delivering high-quality educational experiences, with salaries representing a significant portion of attracting and retaining top talent in the education sector. Employee benefits are provided to support our valued staff members, while other operational costs are carefully managed to ensure efficient operations and maximum impact on our education initiatives.





WHAT'S AHEAD

in 2024 & beyond

Theme 1: Celebrating students' voice

At the heart of our mission lies the firm belief that every student's voice matters. In the years ahead, we are committed to fostering a culture that celebrates and honours the unique perspectives, ideas, and experiences of each learner. Through initiatives such as student-led projects, huddles, and school culture, we will consciously provide platforms for students to express themselves authentically and contribute to shaping their educational journey.

By championing student voices, we empower individuals to actively steer their educational journey while fostering a community that embraces diverse perspectives and thrives on collaborative efforts.

Theme 2: Social Emotional Learning

Recognising the integral connection between emotional well-being and academic success, we are dedicated to prioritising social-emotional learning in our programs. In the years to come, we will expand our efforts to equip students and educators with the essential skills and competencies needed to navigate challenges within and beyond the classroom with resilience and empathy. Through tailored curricula, mindfulness practices, and supportive environments, we aim to nurture the holistic development of students and educators, fostering self-awareness, responsible decision-making, and positive relationships. By integrating SEL into every aspect of education, we strive to create learning environments where students and educators feel safe, supported, and empowered to thrive in their roles.

Theme 3: Quality education for all

Quality education for all has and always will be the cornerstone of our mission, and we are dedicated to continue ensuring that every student, regardless of their background or location, has access to an enriching learning experience. This commitment extends to marginalised students in urban areas such as Chow Kit and Bukit Mertajam as well as those in rural communities who often face significant barriers to education.

In the years ahead, we will continue to prioritise initiatives that address the unique needs and challenges of students in both settings. This includes implementing innovative teaching methodologies, providing access to technology and resources, and fostering partnerships with local communities and stakeholders.

Thank you

to everyone who were part of our 2023

Funders & Partners

- AIESEC Malaysia
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- Ariff Ali
- Mark Lim
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WE LOOK FORWARD TO SEE YOU IN

2025



TO CELEBRATE ARUS'
10 YEARS
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