



This report shares Yayasan JCorp's 2025 journey to uplift lives and nurture potential within our communities. As Johor Corporation's social impact catalyst, we cultivate enduring partnerships that empower communities and drive purposeful transformation. Our aspiration for the year was clear: to move beyond initiatives and actively shape a better future across the pillars of: Education; Arts, Culture & Heritage; Environment; and Community Well-Being. Our aim was to cultivate a sustainable economy, preserve our heritage, nurture the environment, and empower the underserved, all while growing together with our valued stakeholders.



SHAPING RESILIENT FUTURES

A dynamic, transformative cover that effectively illustrates the multifaceted impacts that Yayasan JCorp provides for the nation through its four pillars. This is conveyed as a robust line-art style arrangement, with the bottom curving path connected via Yayasan JCorp's segments culminating in the visualised future-focused impacts shaped from its trail, all leading towards a prosperous society of tomorrow at the end of the path.



TRANSFORMING PHILANTHROPY THROUGH E³



Strategic Planning: 2026-2030 (SP 26-30)

Yayasan JCorp's strategy for 2026-2030 emerges from a simple but powerful commitment: to transform philanthropy into measurable, investable social impact. It is anchored in three words: Elevate. Empower. Enduring. (E³); and guided by a long-term vision to become Malaysia's leading impact-driven corporate foundation.

Vision

To be Malaysia's leading impact-driven corporate foundation, enabling inclusive and sustainable prosperity through innovation, collaboration, and measurable outcomes.

Mission

To enable future-ready communities where innovation, inclusivity, and sustainability accelerate transformative progress.

Role

Better Life
Enabler

Pathfinder & Social
Change Catalyst

Systems
Integrator

Pillars



Education

Innovative &
Inclusive Learning
for All



Arts, Culture & Heritage

Celebrating Identity,
Preserving Legacy



Environment

Sustaining a
Healthier Environment



Community Well-Being

Elevating Communities
for Future Generations

Our Values

Brand Personality

- Trustworthy
- Game-changing
- Uplifting
- Caring

Membina & Membela at Our Core

Creating Value, Enabling Sustainable Communities

- Prosperity
- Community
- Sustainability

Our Foundation

DRIVING ORGANISATIONAL EXCELLENCE THROUGH DATA INTELLIGENCE





Exponential and Resilient Growth

We are diversifying our funding base to leverage on:

- Endowment & Investments
- Grants & Partnerships
- Donations & Crowdfunding
- Social Enterprise Ventures
- Consultancy

These ensure a resilient and independent funding structure.



Stakeholder-Centric Long-Term Value Creation

With our communities at heart, we are shifting from a programme-delivery mindset to a deep partnership model, co-creating solutions with government, NGOs, and the private sector to drive long-term value and policy influence.



AI and Digital Innovation and Transformation

Towards scaling impact, our roadmap focuses on building a digital SROI platform, developing predictive analytics, and launching an AI-powered consultancy by 2030.



Sustainability and Environmental Impact

Aligned with JCorp's net-zero aspirations, we aim to become a recognised sustainability knowledge hub and, by 2029-2030, a catalyst for carbon credit projects Group-wide. These include conducting carbon audits, facilitating renewable energy adoption, and establishing an internal 'Green Champions' programme.



High-Performance Culture and Operational Excellence

Our people are our drivers. We are committed to building a future-ready workforce through structured talent development, leadership capability building, and, in time, achieving formal organisational excellence accreditation.

TRANSFORMING PHILANTHROPY THROUGH E³

Aligned with JCorp, Supporting the National Development Agenda

A distinctive feature of Yayasan JCorp's strategy is how deliberately it has been designed to support JCorp's own Strategic Priorities - across exponential growth, digital transformation, sustainability leadership, stakeholder-centric long-term value creation, and high-performance culture. The Foundation is not a separate entity pursuing a parallel agenda; we are an integral part of how JCorp creates value for society and demonstrates responsible corporate stewardship.

At the same time, Yayasan JCorp's programmes are mapped directly to national and state priorities - the 13th Malaysia Plan, the Maju Johor 2030 agenda, the Johor-Singapore Special Economic Zone, and Malaysia's commitments to the UN Sustainable Development Goals.

Yayasan JCorp Flagship Initiatives	Johor State Policy/ Campaign	Federal Policy/ Priority
 Pentas Seni Johor	✓ Visit Johor 2026	✓ Visit Malaysia 2026
 Projek Legasi Johor (Kain Benang Johor)	✓ UNESCO-linked Johor State Cultural Agenda (State-level with international alignment)	✓ National Heritage Preservation
 STEM & Sustainable Schools	✓ Johor Singapore - Economic Zone (Cross-border economic growth and talent development)	13 th Malaysia Plan: STEM Education, TVET, Smart Agri (Workforce readiness for Industry 4.0) <i>Kurikulum Persekolahan 2027</i>
 Akademi Dalam Industri (ADI)	✓ UNESCO-linked Johor State Cultural Agenda (State-level with international alignment)	13 th Malaysia Plan: TVET, Workforce Readiness for Industry 4.0
 Tree Planting & Ecosystem Conservation	✓ Maju Johor: Safety, Cleanliness & Environmental Sustainability	13 th Malaysia Plan: Blue Economy <i>Kurikulum Persekolahan 2027</i>
 Welfare & Community Programme	✓ Maju Johor: Social Safety Net, Johorean Youth	✓ 13 th Malaysia Plan: Poverty Eradication
 Marine & Coastal Ecosystem Conservation	✓ Visit Johor 2026: Sustainable marine tourism and coastal ecosystem protection	✓ 13 th Malaysia Plan: Blue Economy
 Circular Economy & Community Recycling Hub	✓ Maju Johor: Safety Cleanliness & Environmental Sustainability	✓ 13 th Malaysia Plan: Sustainable Consumption & Waste Management

Strategic Positioning by 2030

By 2030, Yayasan JCorp will stand as Malaysia's leading philanthropic foundation and the nation's premier force in social impact - a trusted advisor in SROI and social value measurement, and the definitive convener and thought leader of the social sector. This is not business as usual. We demand excellence from ourselves through measured programmes anchored in evidence and accountability, innovative ideas that are piloted swiftly and scaled with purpose, and leveraged partnerships that align capabilities to maximise outcomes for those who depend on us.



Measured
Programmes

Innovative
Ideas

Leveraged
Partnerships

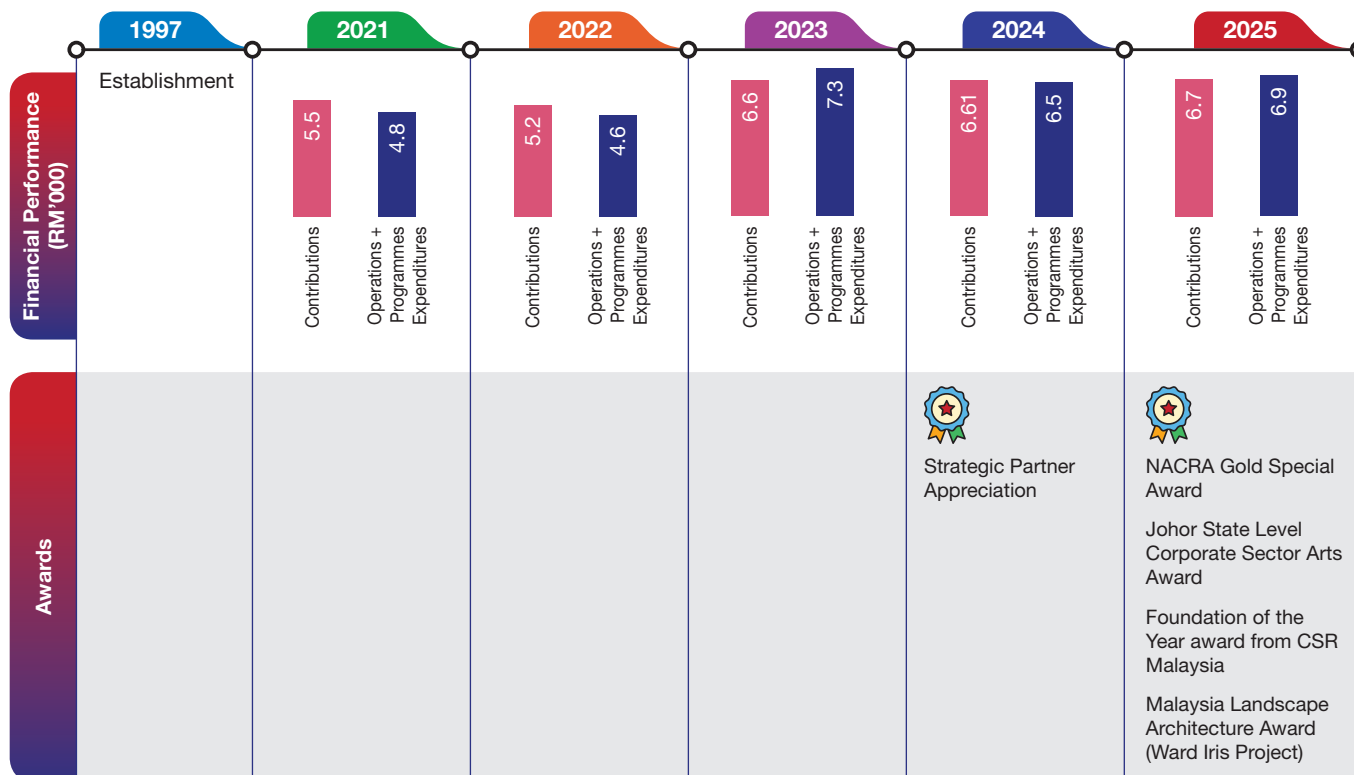
We are
pushing out to
make space
for collective
excellence



EVOLUTION OF YAYASAN JCorp



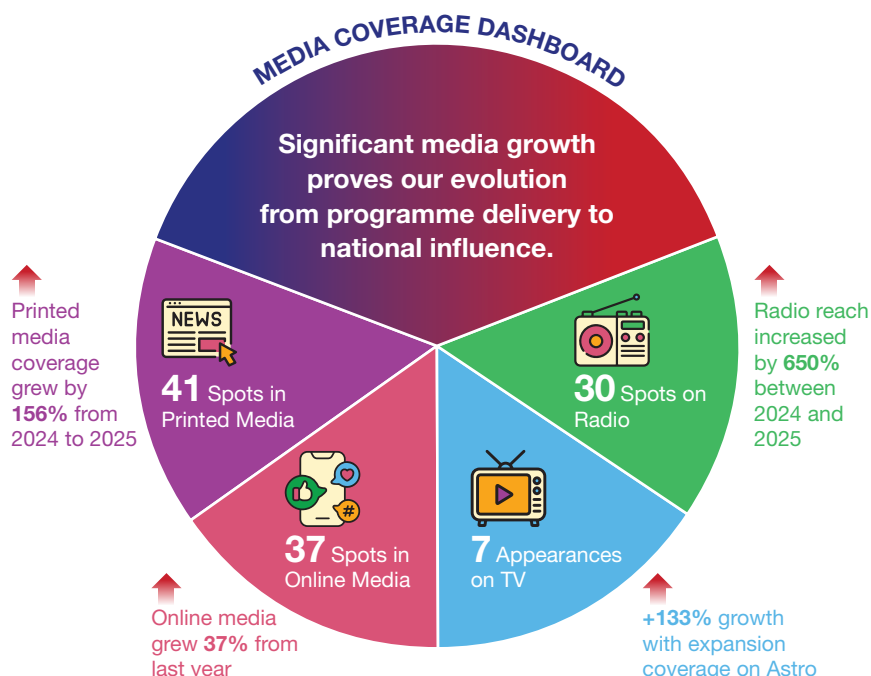
Since its establishment in 1997, Yayasan JCorp has undergone a remarkable transformation from a conventional philanthropic foundation into a leading impact-driven institution.



Over the past five years, Yayasan JCorp has strengthened governance, embraced digitalisation, and grown as a trusted partner for social impact initiatives. Key milestones include the adoption of robust governance frameworks such as whistleblowing and anti-bribery policies, the launch of a new corporate identity and the migration to Microsoft Dynamics 365 as part of a broader digital finance transformation. These enhance operational transparency, efficiency, and credibility.

Yayasan JCorp's evolution has also been marked by strategic partnerships with international platforms such as **Asia Pacific Climate Week**, the **Green Legacy Summit**, and **International Greentech & Eco Products Exhibition and Conference Malaysia**, positioning us as a national leader in sustainability.

Our media coverage expanded, cementing Yayasan JCorp's reputation as a credible and influential foundation. Digital presence has also grown exponentially, with social media followers increasing from 22,000 in 2021 to 77,000 in 2025. This reflects a rising influence in Malaysia's philanthropic landscape.



CORPORATE INFORMATION



Company Name

Yayasan Johor Corporation



Operational Address

Level 18, Menara KOMTAR
80888 Ibrahim International Business District
Johor Darul Ta'zim



Place and Date of Incorporation

Malaysia, 9 June 1997



Company Auditor

Al Jafree Salihin Kuzaimi PLT
201506002872 (LLP0006652-LCA) & AF 1522
No. 555, Jalan Samudra Utara 1
Taman Samudra
68100 Batu Caves
Selangor Darul Ehsan



Company Registration Number

199701018871 (434368-M)

CREATING GREATER IMPACT



EDUCATION



Total allocation of

RM1.25
million



Programmes Implemented

7



Total Reach Since 2016

87,056

Students & Teachers

For more information on our contribution to Education, please refer to our Focus Area - Education on pages 16 to 33.



ENVIRONMENT



Total allocation of

RM1
million



8

Programmes Implemented



Total Volunteers Mobilised

226

For more information on our contribution to the Environment, please refer to our Focus Area - Environment on pages 44 to 65.



ARTS, CULTURE & HERITAGE



Total allocation of
RM0.9
million



Programmes Implemented
3 Major Platforms



Total Visitors/Audience
45,702

For more information on our contribution to Arts, Culture & Heritage, please refer to our Focus Area - Arts, Culture & Heritage on pages 34 to 43.



COMMUNITY WELL-BEING



Total allocation of
RM1.1
million



Programmes Implemented
10 Societal Impact
Initiatives



Total Direct
Beneficiaries
2,306
Individuals



Total Lives Touched
(Included Sponsorships)
117,450

For more information on our contribution to Community Well-Being, please refer to our Focus Area - Community Well-Being on pages 66 to 79.



YAYASAN JCORP'S EMPLOYEES



① **Shahrazali Sahlan**
Manager

② **Muhammad Munir Mazlan**
Executive

③ **Maziana Mohd Rasul**
Executive

④ **Zaidatul Zurita Abdul Rahman**
Chief Executive Officer

⑤ **Muhamad Sharif Mohd Abdul Latif**
Senior Executive

⑥ **Norashikin Khamsani**
Deputy Manager

⑦ **Mohammad Syfiq Miskon**
Senior Executive



⑧ **Nora Ismail**
Senior Executive

⑨ **Wan Su Ali**
General Manager

⑩ **Rosita Md Ali**
Senior Manager

⑪ **Hazirah Ab Rahim**
Executive

⑫ **Sharifah Hasyimah Syed Mohd Nazar**
Senior Executive

⑬ **Ruziana Hussin**
Senior Executive

⑭ **Nur Athirah Rosli**
Senior Executive

⑮ **Siti Nadzirah Hadani**
Senior Executive