

IMPACT REPORT 2020

BTOP ACADEMY

BRING THE OPPORTUNITY PROGRAMME:
A dynamic youth engagement programme



FOUNDER'S NOTE

The battle with COVID-19 this year has shown us how vulnerable we are as a human being, as it provided an unexpected level of challenges on our physical and mental health, financial, career and education, etc.

The pandemic has forced us to step outside of our comfort zone and adapt to major changes. Nevertheless, we see this as an opportunity to focus on community-based programmes as a holistic approach to empower the youths to utilise their strengths and resources to build their resilience to contribute to their community in the future.

Also in 2020, our sports programmes are well-established and continue to gain trust from the community evident by the increasing number of participants compared to last year. We, at BTOP Academy, are looking forward to growing bigger and stronger to accommodate a larger community to serve and create long-term benefit for all.

Rudie Yaakub
CEO & Co-Founder of BTOP Academy



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OUR FOUNDATION

Back in 2004, BTOP was initially a programme to engage with the troubled youths via sports. Seeing the remarkable changes, the programme was later expanded into a social enterprise to ensure the sustainability of the impact, thus forming BTOP LLP on 20th March 2017. Since then, we have expanded our scope to 2 main scopes, namely sport and community-based programmes.

MISSION | Empowering youth through sport with healthy lifestyle under professional nurturing

VISION | To eradicate illicit activities among youth

CREATING
IMPACT
THROUGH



Sports



Community-
based



SDG PILLARS

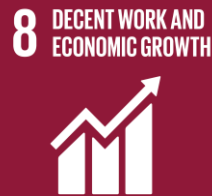
SDG 3

GOOD HEALTH AND
WELLBEING



SDG 8

DECENT WORK AND
ECONOMIC GROWTH



SDG 10

REDUCED
INEQUALITIES



OUR TEAM



“I believe resilience is the key to success. In facing hardship, resilient youths can thrive and get above and beyond the challenge.”

RUDIE YAAKUB

Co-founder & Chief Executive Officer

“With proper nurturing and psychological support, I believe every kid can discover their full potential and go far in life.”

AP DR ASRENEE AB RAZAK

Advisor





AFEEQ RUDIE

Co-founder &
Chief Operating Officer



HAZEEQ RUDIE

Co-founder &
Chief Strategy Officer



AAISYAH RUDIE

Chief Design Officer



YANG SOLEHAH

Head of Human Resource



MAHZAN
Head of Media



ZAILA
Executive Psychological
Support Unit



PICHOLAS
Content Writer



HAMIZAH
Executive Psychological
Support Unit



2020 HIGHLIGHTS

3

Schools

179

Young Athletes

+

660

Students

839

Individuals

2020 TIMELINE

FEBRUARY

Sports programmes
MSSD Archery 2020
MSSK Archery 2020

JANUARY

Sports programmes
Launching of Cruyff
Court Mentuan

MARCH

Sports programmes
MCO for COVID-19
pandemic

MAY

Online engagement
on COVID-19
Online Trivia and
Flashback Sessions

APRIL

Online engagement
on COVID-19
Online Trivia and
Flashback Sessions

JUNE

YouTube B-TOP TV
Online engagement
on COVID-19
Online Trivia and
Flashback Sessions

2020 TIMELINE

AUGUST

Face mask distribution
to SK Mentuan & SMK
Badak

MaGIC video promotion

JULY

Visit to SK Mentuan

Short course for
coaches

SEPTEMBER

Yayasan Hasanah
Special Grant

FAM Suparimau Charter
(Bronze)

Visit to SMK Badak

NOVEMBER

123 Boost Me Up:
Intervention Class

OCTOBER

Meeting for Heroes of
Cruyff Court
Setiawangsa

Meeting with JPN
Kelantan and KPM

DECEMBER

123 Boost Me Up:
Psychological Support
Programme

BTOP FOOTBALL PROGRAMME 01

BTOP Football Programme was established in 2009, a haven for the youths to play, learn, and explore their potentials under the guidance of professional coaches.

We believe through the active participation of football, these kids will be able to not only learn the importance of sportsmanship and co-operation but also to keep them motivated and disciplined to bloom into wholesome young adults.

This programme is currently conducted in SMK Badak, Bachok.



BTOP FOOTBALL PROGRAMME



IMPACT & ACHIEVEMENT

- 2 teams were formed (under 15 & under 18 boys)
- Up to 63 participants achieved the attendance rate of 70% and above monthly



75

Participants

28

Sessions

BTOP ARCHERY PROGRAMME 02

BTOP Archery Programme was introduced to open up opportunities for underprivileged kids to participate in archery. Through this programme, participants gain access to archery equipment, training under the guidance of a professional coach, and compete in prestigious tournaments.

Currently, this programme is conducted in 2 schools (SK Mentuan and SMK Kubang Kerian). Participants consist of both boys and girls, aged 10 to 15 years old.

This year, our young athletes managed to score 1 silver and 5 bronze medals in the annual MSSD Bachok. They were qualified to compete in MSS Kelantan 2020.



BTOP ARCHERY PROGRAMME



IMPACT & ACHIEVEMENT

- 2 schools were involved
- 8 students participated in MSSD Kota Bharu
- 1 silver and 5 bronze medals were awarded in MSSD Kota Bharu
- 6 students were qualified to compete in MSS Kelantan



16

Participants

11

Sessions

6

Medals (MSSD)

BTOP FUTSAL PROGRAMME:

Heroes of Cruyff Court & Futsal In English

03

BTOP Futsal Programme has been a hit among the local community. Today, a total of 88 participants this year, consisting of 27 girls and 59 boys aged 8 to 14 years old.

For Heroes of Cruyff Court Programme, participants are divided into several categories (under 12, 10, and 8 boys; under 12 and 10 girls) according to their age and genders to promote fair play and improve their communication skills among peers. A total of 67 students are involved.

Another branch of the futsal programme includes Futsal in English (FIE) training, which utilises English as the medium of instruction and communication. 21 boys participated in this programme.



BTOP FUTSAL PROGRAMME: Heroes of Cruyff Court Programme & Futsal In English



IMPACT & ACHIEVEMENT

- 5 teams were formed under Heroes of Cruyff Court Programme
- Futsal In English (FIE) programme was introduced
- Up to 62 participants achieved the attendance rate of 100% monthly



88

Participants

17

Sessions

CRUYFF COURT MENTUAN 04

The 6th Cruyff Court under Yayasan Hasanah and Johan Cruyff Foundation was launched on 22nd January 2020, at Sekolah Kebangsaan Mentuan, Kota Bharu Kelantan.

BTOP Academy was appointed by Yayasan Hasanah to manage all Cruyff Court Mentuan Programmes. One of our programmes is Heroes of Cruyff Courts Programme.

The court is also open for students and the public to organise sports activities as well.



CRUYFF COURT MENTUAN



IMPACT & ACHIEVEMENT

- 1 court is launched for students and public use
- 5 teams were formed under Heroes of Cruyff Court Programme



1

Officiation
ceremony

5

teams

123 BOOST ME UP: Intervention Class (IVC)

05

Due to COVID-19 pandemic, our sports programmes were halted temporarily.

The programme “123 Boost Me Up” is part of our community-based programme under Yayasan Hasanah Special Grant to help aiding underprivileged students to catch up with their studies during the pandemic, whereby students are less motivated to study and have limited internet access to participate in online classes.

IVC is an intensive class for SPM, to improve the SMK Badak students' grades in History and Bahasa Melayu. Syarikat Muda Osman SDN BHD (SMO) has contributed 70 free reference books worth RM1765.00 for the students in support of the initiative.



123 BOOST ME UP: Intervention Class (IVC)



IMPACT & ACHIEVEMENT

- 1 grant was awarded by Yayasan Hasanah
- Partnership with SMO
- 1 module was created for this programme
- Up to 80% rate of attendance



1

School

60

Students

70

Reference books

123 BOOST ME UP: Psychological Support Programme (PSP)

06

Psychological Support Programme (PSP) is the second part of the 123 Boost Me Up Project under Yayasan Hasanah Special Grant. PSP is targeted at pre-SPM students.

We aim to motivate students to study and increase awareness of the importance of education in life. Besides, we also teach proper stress management via the correct coping mechanisms.

We also aim to involve parents in this programme to teach them how to support their children in preparing for SPM.



123 BOOST ME UP: Psychological Support Programme (PSP)



IMPACT & ACHIEVEMENT

- 1 grant was awarded by Yayasan Hasanah
- 1 module was created for this programme
- Up to 80% rate of attendance



1

School

60

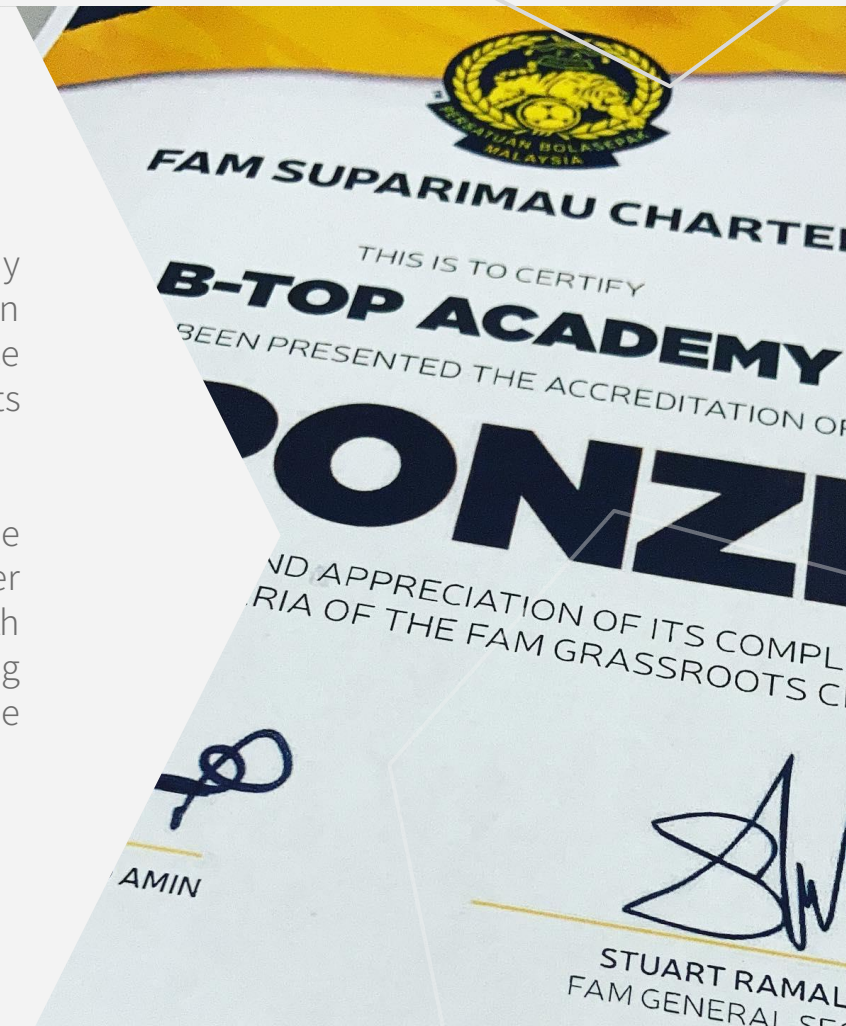
Students

FAM SUPARIMAU CHARTER

07

On the 2nd of September 2020, BTOP Academy has presented the accreditation of Bronze in recognition and appreciation of its compliance with the key criteria of the FAM grassroots charter.

With this accreditation, our team will have the chance to compete and play against other Suparimau teams in a full kids-sized pitch with full 11 players playing. This is a great beginning for more networking opportunities for the academy.





IMPACT & ACHIEVEMENT

- 1 bronze accreditation by FAM Suparimau Grassroots Charter



1

Certificate of
Accreditation

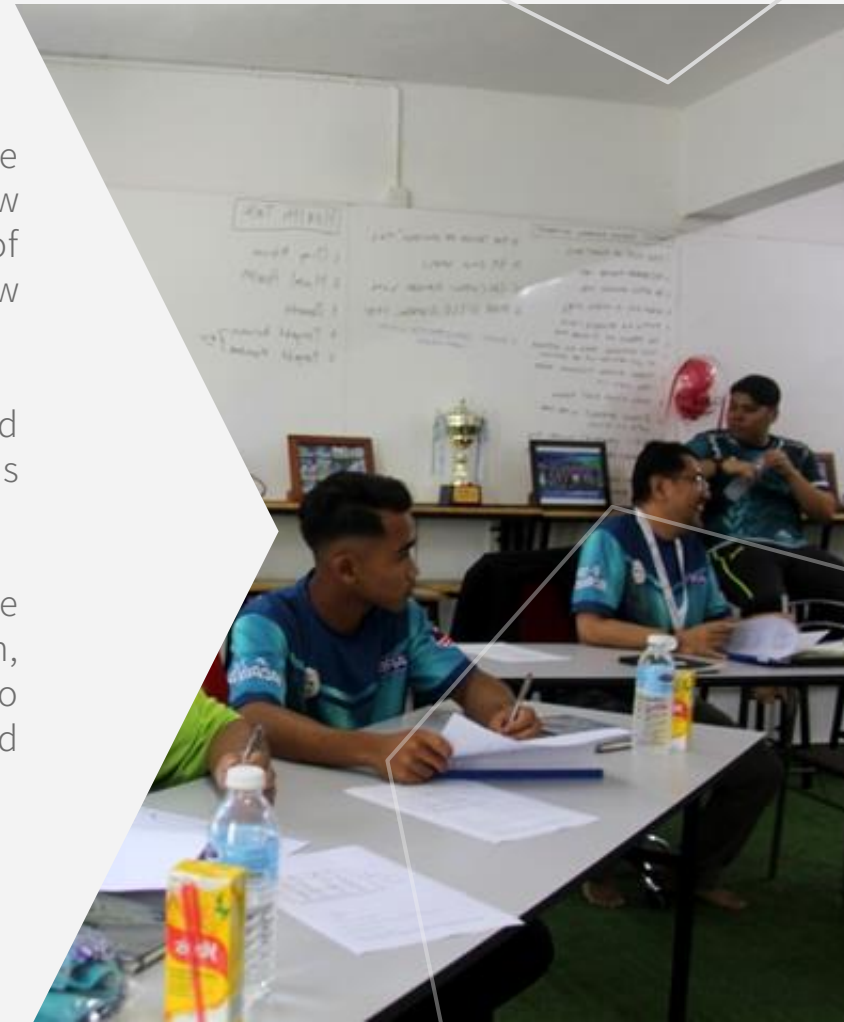
SHORT COURSE FOR COACHES

08

Upon entering the RMCO period, a short course was conducted for BTOP coaches to update new coaching methods and full procedure of sanitation to ensure compliance with the new SOPs introduced.

During the course, coaches were given simulated situations and required to perform instructions as demonstrated beforehand.

We are fully committed and understood the importance of physical distancing, sanitation, and hygiene, and follow the SOPs provided to prevent the spread of the coronavirus, and become good role models for the youths.



SHORT COURSE FOR COACHES



IMPACT & ACHIEVEMENT

- 1 training module and SOPs for MCO was introduced
- 8 coaches attended the course.



7

Hours Short Course

8

Coaches

FACE MASK DISTRIBUTION

09

Since the announcement of the opening of schools in July after the first MCO, BTOP Academy wasted no time in aiding our beneficiaries by providing face masks for the students, to ensure the safety of the students.

The masks were handed out on 26th July and 28th July for SK Mentuan and SMK Badak respectively. Each school received 300 masks.

We have chosen reusable masks to increase the probability of students to stick with the new SOP and regulation, enabling a more sustainable and cost-effective method to combat the pandemic.



FACE MASK DISTRIBUTION



IMPACT & ACHIEVEMENT

- 2 schools have received free face masks
- 600 face masks were distributed



2

Schools

600

Face masks

ONLINE ENGAGEMENT

Facebook, Instagram, YouTube, WhatsApp

10

Since the MCO was announced, social media became the main source of interaction and communication between humans. We used our Facebook and Instagram as a platform to share accurate and reliable information regarding COVID-19 and news updates from Crisis Prepared and Response Center (CPRC). Trivia and flashback sessions were done to interact with the audience.

To combat misinformation and fake news, we also use 7 WhatsApp groups to update current news to parents and gather feedback regarding their kids.

As for YouTube (B-TOP TV), we have increased the media and production quantity and quality to help reducing stress and to deliver informative and entertaining videos.



ONLINE ENGAGEMENT



IMPACT & ACHIEVEMENT

- Up to 6500+ audiences reached per facebook post
- Up to 320 accounts reached per Instagram post
- Up to 6900+ viewers per YouTube video



205

New Facebook
Followers

12 700

YouTube Channel
Views

78

New Instagram
Posts

THE WAY AHEAD



COMMUNITY-BASED PROGRAMMES

Currently ongoing, 123 Boost Me Up is a series of programme including Intervention class, Psychological Support Programme, and Community Resilience Programme. These programme will be done throughout 2020-2021. We look forward to more community-based programmes in the future.

SPORTS PROGRAMMES

The pandemic has restrained our sports programmes. In the near future, we hope to be able to conduct more training sessions, participate in more tournaments, and organise leagues to put the kids' skills to the test. We also wish to extend our service to more schools to share the benefit to even more youths.

EQUIPMENT & FACILITIES

Due to the growing number of participants, it is time for us to increase the number of our equipment and facilities to cater the increasing demands. We look forward to collaboration and partnership opportunities to increase our capacity to handle bigger amount of students.

TESTIMONIALS

Shahrul

(BTOP Football & 123 Boost Me Up participant)

“My experience with BTOP academy has been superb. BTOP has built my confidence via football trainings. I also learn to never give up and strive for excellence in both classroom and football field.”



Zulrifli Omar

(BTOP Football Programme participant)

“I always anticipate for the weekly football training. The sessions are not only enjoyable, but very impactful in terms of personal growth. I learn to manage my time well and build my resilience under the coaches’ guidance.”

Affif Daniel Uzmi

(BTOP Football & 123 Boost Me Up participant)

“BTOP Academy has helped my friends and I a lot. BTOP has made me aware of the importance of keeping sports and academics well-balanced. For example, through intervention classes, I can see significant improvement in my exam results.”





We aim to further expand our initiative to more schools nationwide starting 2021, to share the benefit to the youths of Malaysia.

We welcome anyone who are interested in volunteering with us as coaches and assistant coaches. We are also open for internship for psychology and counselling undergraduate students.



SYNERGY



Support and invest in these youths to give them the opportunities they deserve, at the same time gaining a chance for your brand and sponsor visibility.

To read more on partnership opportunities:



For more enquiries kindly e-mail us at

btopmalaysia@gmail.com

PARTNERS





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