



# IMPACT REPORT 2022

**BTOP WELLNESS SDN. BHD.**





“WHAT MENTAL HEALTH NEEDS IS  
MORE SUNLIGHT, MORE CANDOR, AND  
MORE UNASHAMED CONVERSATION”



## FOUNDER'S NOTE

As we reflect on the year 2022, we are grateful for the teamwork and effort that each and everyone of you has contributed, which allowed us to continue making a positive impact in the lives of the youths.

We extend our heartfelt gratitude to our stakeholders for their valuable insights and guidance, which have helped us to steer the enterprise in the right direction. We also extend our sincere appreciation to the community members who have continually supported our initiatives, making it possible for us to create meaningful change in their lives.

Lastly, we are immensely proud of our team, whose hard work and commitment have made it possible to achieve our goals. Their dedication to our mission has been instrumental in driving the success in 2022.

We look forward to continuing our journey together as we work towards a brighter future for the local youths.

Hj. Rudie Yaakub  
Managing Director of  
BTOP Wellness Sdn. Bhd.

# REPORT OUTLINE

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# ABOUT US

BTOP is a social enterprise officially established in 2017 with a mission to empower youths through sports and provide mental and emotional support.

The company recognizes the crucial role of life coaching play in promoting overall well-being and aims to leverage this to make a positive impact on the lives of young people.

Through its various programmes and initiatives, BTOP not only encourages physical activity, but also provides a safe and supportive environment for every individual to build resilience, self-esteem, and leadership skills. Additionally, BTOP is also committed to addressing mental health challenges to everyone by providing access to mental and emotional support services.



# SDG PILLARS



**SDG 3**

Good health & well-being



**SDG 5**

Gender equality



**SDG 8**

Decent work & economic growth



**SDG 10**

Reduced Inequalities



**SDG 13**

Climate action





**HJ. RUDIE YAAKUB**  
Managing director

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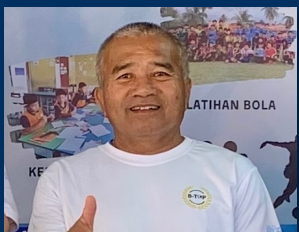
**AHMAD AMIERUL  
HAZEEQ RUDIE**  
Manager

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**ANIS MALEK**  
Media & marketing  
officer

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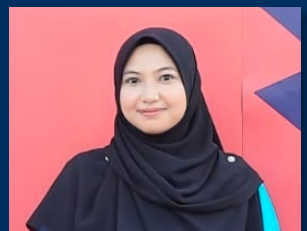


**COACH UZMI**  
Head coach



**ASSOC. PROF. DR.  
ASRENEE AB RAZAK**  
Advisor

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**HAMIZAH BINTI  
MOHAMED NOOR**  
Psychological  
support officer

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**ZAILA BINTI SAID**  
Psychological  
support officer

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**COACH AFFIF DANIEL**  
Assistant coach

# OUR TIMELINE

**JANUARY  
2022**

Queen's Baton  
Relay Festival

**FEB 2022 –  
MAR 2023**

ACE@BTOP

**AUG 2022 –  
JUNE 2023**

HOPE





# 01 QUEEN'S BATON RELAY FESTIVAL

In conjunction with the arrival of the Birmingham 2022 Queen's Baton Relay in Malaysia, BTOP represented Malaysia in hosting football coaching drills during the Queen's Baton Relay Festival (QBRF).

The football coaching drills were aimed to help develop leadership, teamwork, and confidence.

According to Jazreel Goh, the British Council Malaysia Director, sports can be a positive catalyst to help change the lives of vulnerable communities.

# IMPACT

41

**PARTICIPANTS**

participated in  
the football  
drills

3

**MODULES**

including  
Football Drills,  
Talk then Play,  
and Mini Match

13

**COACHES**

involved in the  
football drills

10

**COMMUNITY  
COACHES**

involved in the  
participants'  
welfare





# 02

## ACE@BTOP

BTOP has a long history of sport and physical coaching since 2009. In 2022, the Active Community Engagement (ACE@BTOP) was made possible with the collaboration with ILTIZAM by Ekuinas and SK Badak.

ACE@BTOP emphasized football as a healthy outlet for youths' mental and physical health. Through football, underprivileged students were given the opportunity to attend football trainings with trained coaches.

Additionally, participants also benefited through frequent psychological support programmes conducted by counsellors. Here, students were taught to improve their emotional intelligence through interactive group activities.

At the end of the programme, parents and teachers saw the effectiveness of sport as a method of mental health promotion, inculcation of good behaviours, and discipline.

# IMPACT

100

**PARTICIPANTS**

attended football training sessions

100

**PARENTS**

showed support during the graduation ceremony

7

**COACHES**

involved in the training sessions

50

**SESSIONS**

Including 40 football training sessions and 10 psychological support session.





# 03

## HOPE PROGRAMME

BTOP has collaborated with Yayasan Hasanah to conduct the HOPE Programme in SMK Badak, Bachok, Kelantan.

HOPE comprised of 3 key components. Firstly, “Rakan BTOP” aimed to introduce mental health first aid training for Pembimbing Rakan Sebaya (PRS) to empower them with knowledge to help their distressed peers and become compassionate student leaders.

Secondly, the HOPE programme also tackled the issue of increasing mental health issues among the students via increasing awareness and self-care strategies for the at-risk students.

Finally, parents of students with mental health issues were also invited for parenting talk and consultation with counsellors. This is to help them understand adolescents’ mental health issues and expose them to effective communication.

# IMPACT

32

PRS

received mental health first aid trainings.

43

AT-RISK STUDENTS

received early mental health interventions

43

PARENTS

received parenting talk & consultation

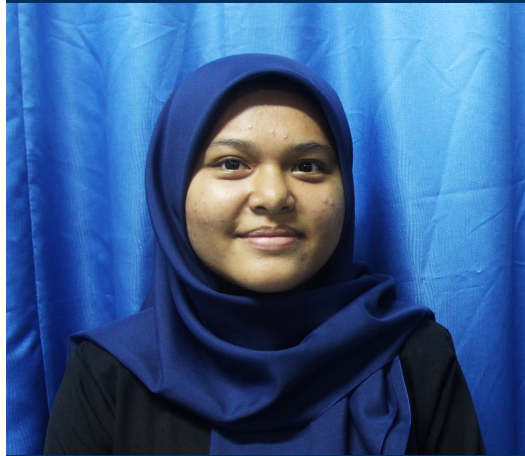
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INTELLECTUAL PROPERTY

Mental Health First Aid module for Rakan BTOP



# TESTIMONIALS



## MUNIRAH

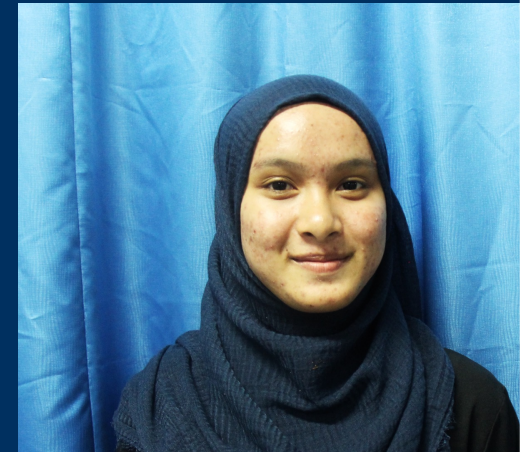
### RAKAN BTOP

Thank you so much for these knowledgeable training, before this I never feel the need to help my friends, but now I feel a sense of responsibility as a Rakan BTOP.

## AINUL

### PARTICIPANT OF HOPE

HOPE programme has given me great insight on mental health and most importantly gave me a lot of guidance to cope with challenges in life.



## ALYA HUSNA

### PARTICIPANT OF QRBF

It was my first time playing football, and I am happy to be guided by the sporting and friendly coaches. I also feel closed to my friends during this programme. I hope there will be another programme like this.





## AUNI ZAHRAA

### PARTICIPANT OF ACE@BTOP

Since joining ACE@BTOP, I learned to identify my strengths and weaknesses. Now, I am more confident to speak in front of my peers.

## MDM. NORIDAYU

### PARENT OF ACE@BTOP

My son became more proactive in school. He looks forward to the football sessions every week, so he would pay attention in school and did his best in class.



## MDM. AZNI

### PARENT OF ACE@BTOP

Ever since ACE@BTOP, my son became more independent when doing his homework, and I never knew my daughter is so skillful at playing football! Thanks to BTOP for shaping up the local youths.



B-TOP Academy



@btopofficial



B-TOP TV

# OUR PARTNERSHIP





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