



**Antarabudaya
Malaysia**

ANNUAL REPORT | 2014



Connecting Lives, Sharing Cultures

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Message from Chairperson & National Director

What a year it has been! Despite another challenging year 2014 marked a year of commitment and activity across the globe for AFS Malaysia. We are delighted to share highlights of our performance here with you in our 2014 Annual Report.

AFS Malaysia strived to meet its goals and advocate for intercultural understanding in a time when our work is more crucial than ever, ensuring our pledge to bridging cultures through intercultural learning remains a high priority. In 2014, we hosted 60+ international participants and send approximately 200+ Malaysians abroad on AFS programs. Through dedication and passion of AFS Network and AFS Malaysia's volunteers, we are able to provide a global platform bringing people of the world closer together.

In 2014, our hosting numbers dropped drastically from 100+ to only hosting 60+ participants. This forced us to reevaluate if we are offering enough school based and non-school based programs that is smart, financially viable and mission focused.

Yearly, AFS Malaysia has been blessed with large numbers of applications to study abroad with AFS. Recognizing the market demand, we have been working closely with Partners in increasing spots and collaborating with new Partners like Chile, Mexico and Austria.

Notable achievements in 2014 included:

- **Two New Hosting Programs introduced; Borneo Cultural Program & Kelantan Cultural Program**

Both, Borneo Cultural Program & Kelantan Cultural Program received tremendous interest from Partners and will hopefully take effect at the end of 2015. Recognizing the drastic fall number of hosting program for school based, we concentrated more in recruiting host family, invested in training and development for volunteers to increase their intercultural learning skills and devoted more

time and emphasis value in creating better publicity materials to promote Malaysia as a hosting destination.

- **Renewed our emphasis on Brand Visibility, Programs & Customer Service**

In December, we renewed our emphasis on Brand Visibility, Programs and Customer Service Calling it the Big 5 Goals: Strategic Directions (2014-2019), AFS Malaysia is ready to deliver its signature high school study abroad programs, but also produce new innovative programs to meet the market demand while expanding our knowledge in intercultural learning for all AFS stakeholders envisaging the 'global classroom' concept.

- **Increasing Level W knowledge among AFSers**

More than 60 AFSers - from the grass roots to the leadership level - have already participated in the beginners' level of the Learning Program. The What Every AFSer Should Know About Intercultural Learning will be promoted extensively in 2015 hoping to reach out to more than 200 AFSers.

- **18+ Community Service Hosting Programs expansion**

18+ Community Service Hosting Programs continue to grow steadily, enabling more participants to be attached with local non-profit organizations. These programs are tailor made to the needs and interest of the participants fulfilling both NGO and Participants interests.

Past year, we continued to develop strategic alliances with like-mind organizations such as IM4U and Live & Inspire, which allows AFS Malaysia to expand its reach and engage its stakeholders. We also started to focus heavily on fundraising efforts, engaging our AFS alumni and developing our volunteers and strengthening our structure to help us realize the Big 5 Goals: Strategic Directions.

We express our sincere gratitude to our donors and incomparable commitment of our AFS Partners, staff and volunteers. It's because of you; AFS Malaysia will continue to have a big impact and influence in preparing future generations to coexist peacefully in an increasingly interconnected and interdependent world.



Dato Mahadzahir Lokman,
Chairman



Atty Sulaiman,
National Director

Our Mission, Our Values & Our Vision

Our Purpose

AFS is an international, voluntary, non-governmental, non-profit organization that provides intercultural learning opportunities to help people develop the knowledge, skills and understanding needed to create a more just and peaceful world.

Our Values

AFS enables people to act as responsible, global citizens working for peace and understanding in a diverse world. It acknowledges that peace is a dynamic concept threatened by injustice, inequity and intolerance.

AFS seeks to affirm faith in the dignity and worth of every human being and of all nations and cultures. It encourages respect for human rights and fundamental freedoms without distinction as to race, sex, language, religion or social status.

AFS activities are based on our core values of dignity, respect for differences, harmony, sensitivity, and tolerance.

Vision 2020

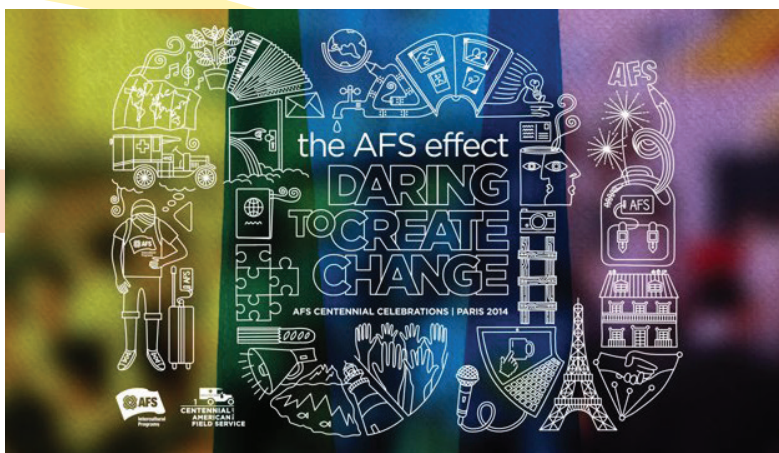
We pursue our mission by providing quality intercultural learning opportunities for a growing number of young people, families, other stakeholders and wider audiences, thus developing an inclusive community of global citizens determined to build bridges between cultures.

Real life experiential learning, supported by structured reflection, is the core of our programs. We endeavor to link our intercultural learning opportunities to the defining global issues facing humanity. We reach out to past, current and future participants, volunteers, and other stakeholders using the media and technology they use.

Volunteers and volunteerism are who we are. Our organization brings about changes in lives through and for our global community of volunteers.

We are recognized as an educational organization by schools and the appropriate authorities. We work to create a regulatory environment that supports our programs.

As a learning organization, we welcome change and critical thinking. We are innovative and entrepreneurial in advancing the strategic directions, working together with others when appropriate.



AFS Malaysia Board of Directors



Dato Mahadzir Lokman

Chairman
Managing Director of Dale Lokman Associates, a Public Relations & Event Management Consultancy
Malaysian Personality



Jason Lee

Vice Chairman / IT & Intercultural Learning (ICL)
Research Fellow at Nanyang Technological University



Khalilah Mohd Talha

Secretary / Communications & Branding
General Manager, Strategic Communications, PLUS Malaysia Berhad



Zuraidah Mian

Finance
Retired Vice President of Corporate Responsibility at Khazanah National



Alan Chung

Co-Director Finance
Executive Director
Tax Advisory & Compliance



Dr Yahya Mat Hassan

Government Relations & Fundraising
Director At Yayasan Kepimpinan & Strategi Malaysia



Divankaran Vasudevan

YES Alumni / Legal Affairs & Scholarships
Community Manager, UBER KL



Zamrah Ismail

People Development / Corporate Planning / Scholarships
Business Consultant with Powerskill Asia Pacific Sdn. Bhd.



Thiruchelvam Subramaniam

Chapter & Volunteer Development
Senior Manager at ON Semiconductor

AFS Malaysia National Office

Atty Sulaiman
National Director

Annie Yap
Assistant National Director / Chapter
Volunteer Development Manager

Azimah Abas
Accounts Executive

Azreen Md Nasir
Assistant Program Manager

Chyna Elvina
Programs Assistant

Farah Zulkifli
Chapter & Development Executive

Izyan Bahirah Zul
PR, Promotions & Marketing Executive

Nadia Samsuddin
Programs Executive (Scholarship
Programs)

Nani Taha
Head of Human Resource & Administration

Nur Diyana
Programs Executive (Participant Support)

Siti Sophie Ismail
Programs Executive (Very Short &
Intensive Programs)

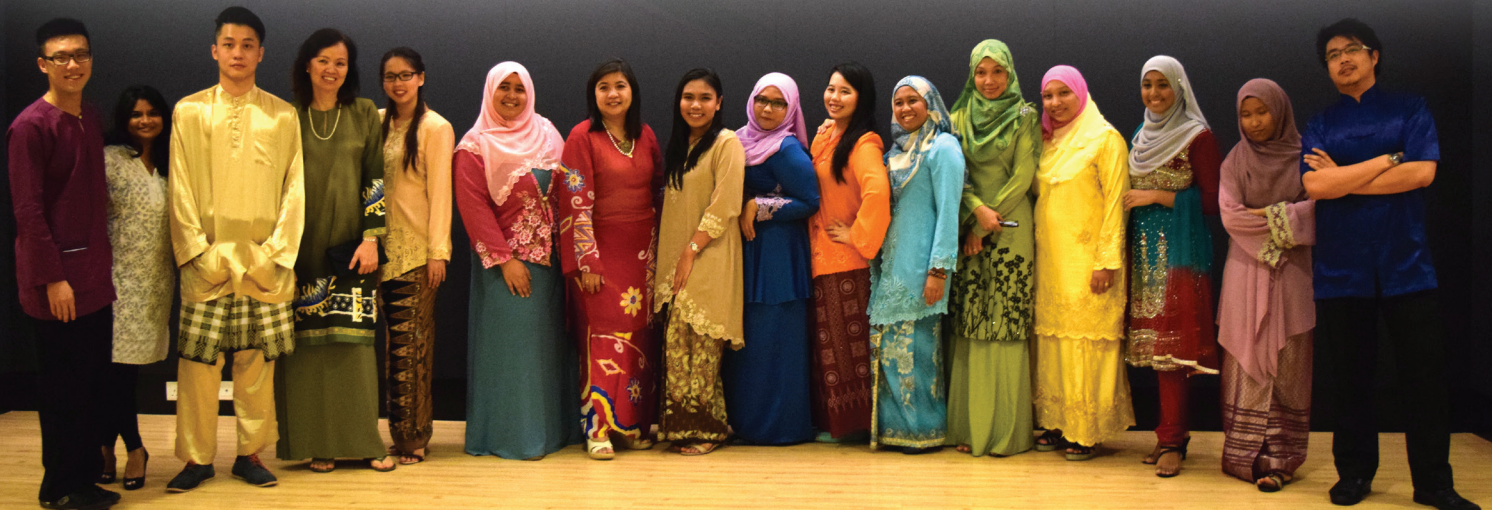
Siti Suhaiza
Programs Executive (Hosting Programs)

Sri Gayathri Velayutham
Head of Communications & Resource
Development

Suyin Chia
Intercultural Learning Officer

Syant Alias
Community Service Programs 18+
Executive

Watt Marvien Medang
Management Information Executive



AFS Malaysia in the Network

Overall Health

Quality Assessment 2011-2013

Quality	Hosting CSE				Sending CSE				PSE	Overall Eval Score	Bonus/ Penalty	Final Quality Score
	host fam	school	other stu	other nat fam	stu	nat fams	other host fams	other schools				
2013 Network Total	77%	83%	91%	91%	91%	91%	77%	83%	88%	86%	-1%	85%
2013 (CSE13, PSE13-12)	100%	100%	85%	71%	93%	100%	78%	79%	74%	87%	+2%	89%
2012 (CSE12, PSE12-11)	92%	89%	85%	86%	97%	100%	74%	73%	94%	88%	+2%	90%
2011 (CSE11, PSE11-09)	90%	100%	93%	91%	94%	100%	83%	80%	94%	92%	+2%	94%

Key Financial Numbers in Effective USD 2011-2013

Finances	Annual Turnover	% of total	Total Expenses	% of total	Net Results	% of unr. net assets	Current Assets	% of expenses	Unr. Net Assets	% of expenses
2013 Network Total	189,253,347	100%	182,788,551	100%	6,464,796	10%	116,480,481	64%	67,423,866	37%
2013	1,235,842	1%	1,205,411	1%	30,430	6%	2,169,461	180%	487,123	40%
2012	1,227,220	1%	1,188,537	1%	38,682	9%	1,752,971	147%	409,703	34%
2011	1,148,406	1%	1,016,956	1%	131,450	34%	1,306,678	128%	383,430	38%

***Unrestricted Net Assets is meaningless because these are negative

* Projections as of 16 Sep 2014. Sources: AFS Global, CSE&PSE, PSQ, FRQ, Audited Fin. Statements

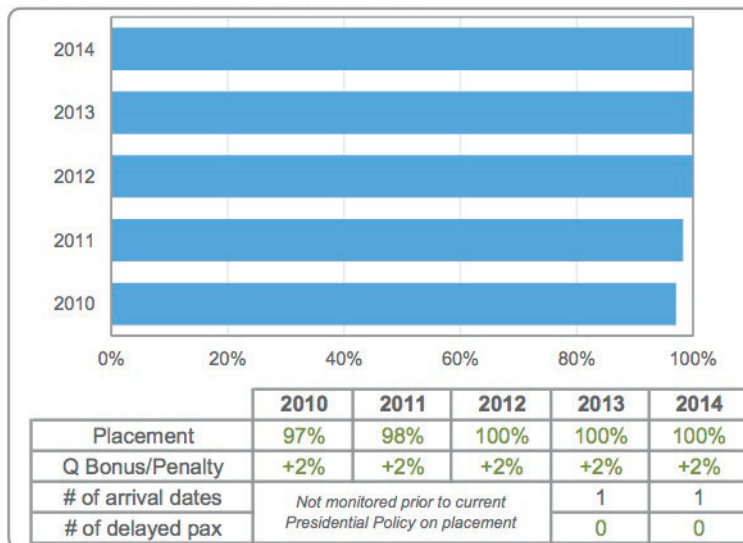
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Financial Overview

Key Financial Numbers in Effective USD 2011-2013

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On-Time Placement Performance



Programs Overview - Sending Programs

In the year 2014, 190 Malaysian high school students went on AFS Programs to over 15 countries, which included countries such as China, France, Italy, Japan, Turkey, Denmark, Argentina, Chile, Switzerland, Austria, Finland, Belgium Flanders, New Zealand, United States of America and Bosnia & Herzegovina.

Although, number of scholarships offered was much lower than the previous years, overall application numbers were overwhelming and well received.

2014, was the first year we sent our first Malaysian participant on a year program to Chile. Peraavinah Kumaran, a full Yayasan ABM Scholarship recipient was awarded RM25, 000 to complete one-year exchange in Chile. In the coming years, we hope to expand our numbers to more non-English speaking country.

Yearly, we try to promote Educators Programs to New Zealand and only managed to recruit two participants for

2014. For the next coming year, AFS Malaysia is looking to expand Educators Program to more countries.

In spite of continuing global economic uncertainty faced in 2014, AFS Malaysia, once again, met its program goals increasing its participation numbers by 3%. We are thankful for the kindness and trust of 190 Malaysian sending parents has entrusted us with their loved ones on their life-changing journeys abroad.

We continue to strive for being recognized exclusively as a high school exchange organization that provides intercultural learning, which helps participants to develop their global competency skills. By focusing our priorities, we working diligently to offers a robust program that is fun, smart, financially feasible while mission focused and responsive to market needs.

Below is the information on the number of participants by programs and country:

Programs Breakdown

Programs Offered	Number of Participants
Year Program (YP)	41
Intensive Program (IP)	74
Semester Program (SM)	54
Very Short Program (VS)	19
Educators Program	2
TOTAL	190

Total number Of Participants (By Program)

Scholarship Programs Breakdown

Programs Offered	Number of Participants
Other Scholarship	7
YES Scholarship	45
BP Scholarship	2
TOTAL	54

* YES: Youth Exchange & Study Scholarship
* BP: British Petroleum Scholarshi

Total Number Of Year Program (Yp) Participants (By Country)

Year Program (YP)	Number of Participants
Argentina	4
Chile	1
Germany	12
Japan	12
New Zealand	2
Switzerland	5
France	2
Belgium Flanders	2
Bosnia & Herzegovina	1
TOTAL	41

Semester Program (SM)	Number of Participants
Austria	2
France	5
USA (YES Scholarship)	45
USA (BP Scholarship)	2
TOTAL	54

Very Short Program (SM)	Number of Participants
Denmark	16
Germany (Green Academy)	3
TOTAL	19

Intensive Program (IP)	Number of Participants
France	10
Japan (Language Study)	6
Japan (Mext)	4
China	2
Italy	39
Turkey	6
Spain (Summer Program)	2
Finland	5
TOTAL	74

Educators Program (SM)	Number of Participants
New Zealand	2
TOTAL	2



Programs Overview - Hosting Programs

In 2014, AFS Malaysia welcomed only 48 international participants in the Northern Hemisphere cycle and total of 12 international participants in the Southern Hemisphere cycle into Malaysia, which included 18+ Community Service Participants.

Japan remains largest sending country for the SH Cycle while Germany is the largest sending Partner for the NH cycle.

2014 also was the first year, we hosted a hearing impaired students from the USA under the KL-YES program. Sekolah Pendidikan Khas Persekutuan, Pulau Pinang was given the honor to host our first hearing-impaired participant.

Among the major highlights for the international participant includes:

- Firefly Viewing during their Mid Year camp
- Joined in the “Joget 1Malaysia’ dance sponsored by Jabatan Kebudayaan and Kesenian Negara (JKKN) Melaka
- Participated in the annual Short Term Exchange Programs to all around Malaysia including Sabah & Sarawak

- Partook in the celebration of Ponggal Festival in conjunction of the Indian New Year in Perak

Another major highlight is one of our students from Japan were given a chance to join her school’s 10-days study trip to Australia with her schoolmates where she had a chance to stay with a local family there.

Hosting programs continue its challenges with visa application due to the stringent Immigration procedures with regards to International Participants.

We are working to increase the number of schools in which AFS Malaysia has a presence and expand the ways in which we partner with educators. AFS volunteers, many of whom are educators themselves, are helping to lead the way through the Intercultural Learning. School-centric strategies are helping us to expand the AFS footprint and foster intercultural learning as a benefit for all students, not just those who will study abroad.

**Total Number Of Participants Sh 14
(By Program)**

Programs Offered	Number of Participants
Year Program (YP)	9
Semester Program (SM)	3
TOTAL	12

**Total Number Of Participants Nh 14
(By Program)**

Programs Offered	Number of Participants
Year Program (YP)	42
Semester Program (SM)	1
Intensive Program (IP)	5
TOTAL	48



SH 14 students and volunteer on a boat for Firefly viewing



Celebrating Hari Raya with a Malay Family



AFSer with her Malaysian school friends during Independence Day



Promoting AFS at roadshow in Kedah



AFSers gathered for a group photo during AFS Orientation camp



AFSer learning how to boil the milk during a Ponggal Festival organized by Perak Chapter

Chapter & Volunteer Development Overview

2014 witnessed successful achievements in the Chapter & Volunteer Development Department. Under a new leadership, the department underwent major changes while tackling challenges along the way in developing and cultivating quality volunteers. Our heartfelt gratitude extended to AFS Malaysia's volunteers who have given so much of their time, passion and commitment towards AFS mission.

Annual events

- Chapter Presidents' Meeting in March - The first CP Meeting for the year took place in Port Dickson, hosted by NS Chapter. Many pertinent chapter issues were discussed.
- Leadership Retreat in September - Held in Kuala Lumpur, it is also known as the second CP Meeting. Apart from the chapters and staff members, Board participated in this event too. The focus was on effective leadership within the organization.
- Volunteer Congress in Kuala Lumpur - Rockin' Volunteers is the theme this year. One of the highlights was the "Teh Tarik" session where several old time returnees showed up and there was much camaraderie among the returnees of all ages. Old friendships were renewed, new friendships formed.

Revivals

- Sarawak Chapter (main focus on Short Term Exchange)
After a 5-year hiatus, our chapter leaders of husband and wife team, Bahtiar Afandi and Hasifah Hamdan have returned to activate the chapter. It was warm homecoming indeed.
- AFS Alumni - The AFS Alumni, set up with a Committee, was formed back in 2008 but it eventually fizzled off. Now, a few core returnees got together in hope of reviving the Alumni. The small team planned several modest events, the last being Pot Luck in August where more than 30 returnees attended. This is done with the hope of drawing back more AFS returnees to the organization.

Chapter Visits & Training

Several chapter visits were made in 2014. Depending on the needs of each chapter, training would be conducted upon request. The objective of each visit was to touch base with the on-ground volunteers and with the aim of setting up a committee or structure when a chapter has available, committed volunteers. Below are some of the notable achievements:

- Kuantan - A chapter committee was set up
- Terengganu - Chapter committee training for key volunteers
- Negeri Sembilan - A new VP was appointed followed by chapter structure training
- Johor - Volunteer Meeting followed by basic training on committee roles



Negeri Sembilan Chapter Training

Contact Person

Where there is no chapter in a state, a contact person would be identified to cover the area from the aspect of any short-term hosting, Roadshow recruitment to student interviews.

A contact person was appointed in:

- Kota Kinabalu (Madam Judy Gomez)
- Miri (Madam Naomi Jambunathan)
- Tawau (Mr. Jason Chin)

The above towns, together with Kuching, will be the designated STE (Short Term Exchange) destinations in Sabah & Sarawak.



Leadership Retreat 2014

Training Workshop

The workshops conducted to all chapters were:

- Chapter Policies & Guidelines
 - An updated handbook was made available to all chapters to be used as a guide
- Chapter Set up & Structure
 - This workshop explains the importance of a chapter set up together with the different committee positions
- Risk Management Policies
 - As Risk Management is fast becoming a concerned issue, a full day training was conducted in July for chapters to share an intricate understanding of participant risks



Level W Workshop for Volunteers

AFS Membership & Alumni Registration

AFS Malaysia launched the membership drive during the Volunteer Congress 2014 whereby all volunteers will have to be a member to participate in any of our events. In 2014, we proudly recruited 200 odd new members. In a bid to recall our returnees to the fold, we came up with an alumni registration link for every returnee to update their latest details. As an enticement for each registration, we rewarded them with a limited edition car sticker with the apt caption "AFS Returnee on Board". The response had been encouraging as more than 500 updates were received by end December. Campaign will be ongoing until the stickers run out.



Volunteer Congress 2014

Intercultural Learning (ICL)

Intercultural Learning in 2014 focused on external visibility and strengthening our positioning as an intercultural learning organization among our volunteers, local community, host schools and participants.

Among ICL Department's notable achievements for 2014 are listed as below:

International Qualified Trainers numbers

Suyin Chia, ICL responsible officer for AFS Malaysia is now a certified International Trainer for the ICL Link Learning Program joining Dr. Jason Lee

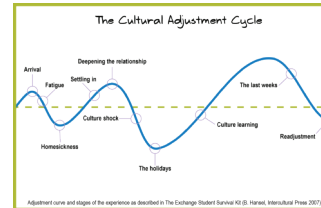
Orientation Facilitator Workshop

Effectively conducted Orientation Facilitator Workshop in August 2014. About 30 participants from across Peninsular Malaysia attended the workshop to qualify as a facilitator for AFS orientations and camps as well as to raise facilitating competency among volunteers

Level W: What Every AFSer Should Know About Intercultural Learning

Successfully organized two Level W: What AFSers need to know about ICL workshop for volunteers and returnees.

More than 60 AFSers - from the grass roots to the leadership level - have already participated in the beginners' level of the Learning Program. The What Every AFSer Should Know About Intercultural Learning will be promoted in 2015 hoping to reach out to more than 200 AFSers.



Reviewing & Improving Our Orientation and Educational Materials

Phase one of the initiative to review and improve our Orientation & Educational Materials is slowly taking its place. Research, References and Recommendations are being discussed among different stakeholders including staff and volunteers involved in programs, organizational development, marketing and education, with rollout of support materials expected next year.

The Learning Program: Level 2 Workshop

In 2014, we have four participants from Malaysia that has attended Level 2 Workshop:

- Mr. Johann Yap (YES returnee)
- Ms. Amelia Rashid (IP Spain Returnee), Mdm. Shoba Devi (Johor Chapter President, Egypt Educator Returnee) and
- Mr. Khoo Eng Foo (Negeri Sembilan Chapter President)





Activity During Level W Workshop

In October, ICL Department was invited as a panel presenter in the YES Conference 5.0 in Johor Bharu to deliver a session on “Empathy in Community Service”. Additionally ICL Department has unceasingly conducted ICL related content and topics during Chapter President Meetings, Volunteer Congress and Level W workshops. Simultaneously, ICL Department is likewise working closely with other National Office Departments to enhance our work process and support quality. Some of the collaborations in 2014 include providing Liaison Person webinar and new LP Handbook with Hosting, coordinating Roadshows with PR & Marketing and Sending, and rebuilding efforts to create an Alumni group with Chapter and Volunteering.

ICL Department has also partnered with AFS International on several projects such as writing contributions to the ICL Blog, quarterly ICL Responsible Calls, the AFS Impact Assessment Pilot Project, The AFS Methodology Project, and the Distance Learning Planning Project. Each project is estimated to continue well into 2015.



With fellow AFSers & Vincenzo Morlini, AFS International President from around the world in SIIC

Public Relations, Marketing & Communications

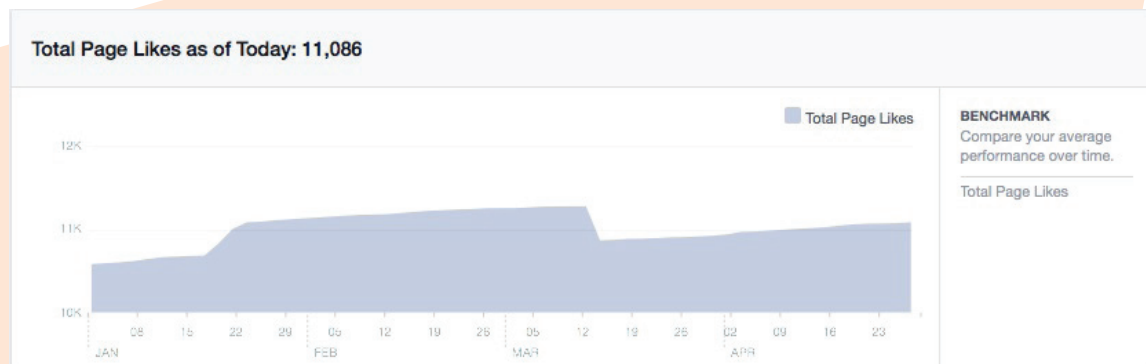
One year into the Branding, Marketing & Public Relations, we have created a strong foundation for both new and continuing projects.

We focused on strengthening Chapters branding in grasping the AFS Global Platform and learn how to implement the AFS Brand Activation Tools 'our visual identity and messaging map'; we then provided support in applying Brand-based Marketing strategies.

While we continue to strengthening the AFS brand, most of our activities this past year have been closely related to our ongoing priorities; strengthening programs recruitment, initiating Social Media strategy and supporting recruitment for volunteers growth.

Here are some of the activities we have been working on the past year:

Social Media Strategy



AFS Malaysia Facebook page reach 11,086 likes on 29 April 2015



AFS Malaysia Instagram Page has over 300 followers



AFS Malaysia Twitter account has over 400 followers

We have been working on activities that relate to all aspects of social media namely 'YouTube', 'Instagram', 'Facebook' and 'Twitter'.

Earlier in the year, we introduced AFS Malaysia social media strategy to AFS Malaysia volunteers, board of directors and employees. The strategy provides a framework for the local chapters, national level and international collaboration on content management, social media best practices and an analytics dashboard to help AFS Partners monitor progress.

In December, we conducted a soft launch for AFS Malaysia's own Instagram account in conjunction to the International Volunteer Day.

Local AFS Malaysia's chapter joined the Social Media strategy craze by setting up their own Facebook page. Overall, we have 13 active chapters facebook page.

2014, also saw the official creation for #AFSMalaysia

In 2015, we expect a stronger and wider push as we work hard to improve our Social Media presence all around Malaysia.

Maintaining a Strong AFS Malaysia's National Brand

Programs, Host Family & Volunteers Recruitment

To meet targeted application number for sending programs, an intense roadshow to 13 local Education District Offices was conducted all over Malaysia. The roadshow received huge interest from local schools and ministries which resulted over 800 applications forms.

AFS Malaysia's Website

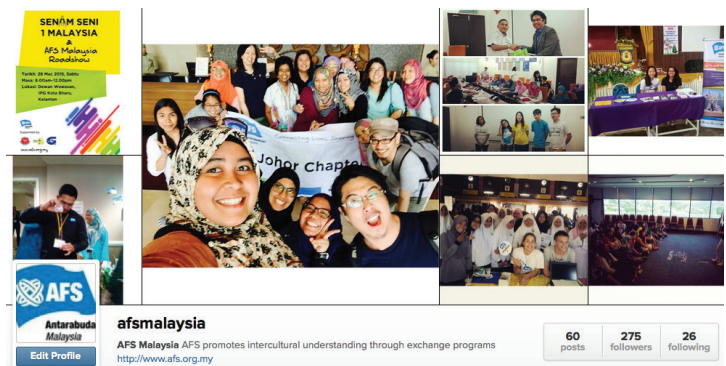
AFS Malaysia website received a new design look. We updated the website to feature new programs promotions, centennial celebrations, new and upcoming events, news release. The

website now also prominently features Intercultural Learning segment featuring International Qualified Trainers and upcoming workshops.

AFS Malaysia' brand strengthened at National level

In 2014, we continued to ensure brand consistency by providing design assistance and coaching to local chapters and all departments in AFS Malaysia. We supported number of promotional materials that were disseminated throughout the chapters and local schools. Some examples were: KL-YES Scholarship Program brochure, School Based brochures, materials for Volunteer International Day, work papers for local and national meetings or conferences. We also provided event management, production support and design for Leadership Retreat & Chapter Placement Meeting, Farewell Dinner for International Students, Handover Ceremonies for International Students, Volunteer Day Conference "Rockin Volunteers" and any other international events that took place in 2014.

2014, also saw further collaboration with Intercultural Learning Department in creating more intercultural learning focused content. Some examples are: Programs brochures, Website content, Training materials etc.



Resource Development

Kennedy Lugar YES Scholarship

The U.S. Department of State Kennedy Lugar Youth Exchange and Study program, provides scholarship opportunity for Malaysian in secondary school (age 17 years old) to study for semester in the United States of America. In 2014, AFS Malaysia sent 45 Malaysian high school students (17 years old) to the United States on KL-YES Scholarship program

Kamenori Scholarship

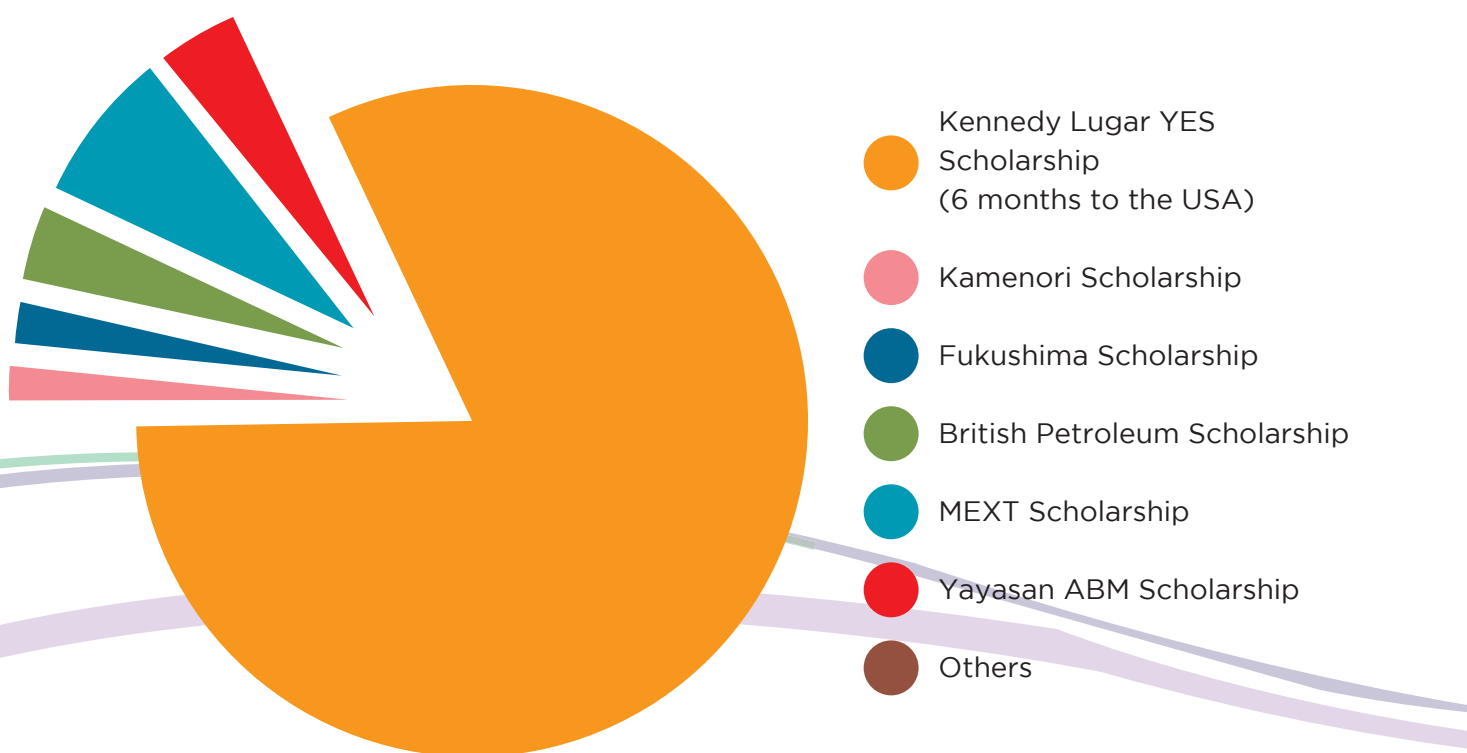
The Ministry of Education, Culture, Sports, Science and Technology Japan provides scholarship opportunity to enable cross-cultural exchange between Japan and other countries in Asia and Oceania. The program offers 17-year-old Malaysian high school student to complete one-year exchange program in Japan. In 2014, AFS Malaysia sent 1 Malaysian student to Japan on the Kamenori Scholarship Program

Fukushima Scholarship

AFS Japan established a scholarship called “AFS Koransho! Fukushima” (meaning, the local dialect in Fukushima, “Please come to Fukushima!” or “Welcome to Fukushima!”). In 2014, AFS Malaysia sent 1 Malaysian high school student (17 year old) to Fukushima, Japan on one-year program.

British Petroleum Scholarship

2014 marks the fourth year of the program. 2 full scholarships were awarded to two Malaysian high school students (17 years old) to study semester in the United States of America. The BP Global Citizens of Tomorrow Scholarship Program focuses on financially challenged high school students with demonstrated strengths in academics, particularly in math, science, and technology.



Big Goal 5: Strategic Directions

1. Expanding AFS Effect and Impact: Pursuing stronger Partnership with Ministry of Education and Corporations

As the market trends changes, we are committed to building stronger ties with Ministry of Educations and Corporations that will provide opportunities to engage all our stakeholders, particularly our sending participants. Our goal is to be endorsed by Ministry of Education and to raise RM500, 000 for scholarship

2. Increasing Brand Visibility & Intercultural Learning Presence

As the needs, priorities and interest changes, we are committed to cultivate our core programs and create new programs that will continue to embody the AFS mission while improving and increasing enhancements to enable our leaders among our strong volunteer network. This includes increasing our intercultural learning presence among all AFS constituents

3. Expansion of Volunteer Growth, Quality

Through deeper and stronger innovative approach, we plan to expand and build the capacity to ensure sustainability to support growth and geographical reach. This includes

expanding and diversifying volunteers membership, improving support delivery and relevance of AFS services, ensuring volunteers meets local market needs and striving to continue building the network to deliver AFS programs.

4. Increasing Programs Growth; Sending & Hosting Programs

Recognizing the market demand and the impact of program growth on intercultural exchange programs AFS Malaysia will need to position its market in the environment to attract a greater number of young Ambassadors that will embody the organization mission to bridge cultures and foster understanding. To achieve this, we envisioned increasing our Sending Programs by 100% by the year 2017.

5. Organizational Excellence: Employees Experience

Acknowledging a positive employee or a volunteer experience leads to increased engagement on all parties which leads to a better and high quality program. We aim to create and offer a respectful workplace where all employees can grow and give their best in support of the AFS Mission and strategic direction.

Distinguished Returnees

Prof. Dr. Zakaria Hj. Ahmad

Deputy Vice-Chancellor (Research) Of
Help University
US 1964

Tan Sri Hamidon Ali

Chairman of National Authority for
Chemical Weapons Convention
US 1967

Stewart LaBrooy

Chairman of the Malaysian REIT Manager
Association and CEO of Axis REIT
US 1967

Dr. Wilson Tay

CEO & Principal Consultant, Omni View
Consulting and Adjunct Professor, INTI
International University
US 1969

Datin Yasmin Merican

Chief Executive Office, Trax Associates
Author of Rights to Brand
US 1970

Marion D'Cruz

Dancer & Choreographer
Founder of Five Arts Center
US 1972

Datuk Yasmin Yusuff

Celebrity MC, Actress, Voiceover Talent,
Radio DJ
US 1973

Dato' Mahazhir Lokman

Owner and Managing Director of
Dale Lokman Associates & Master of
Ceremonies
Board of Director of AFS Malaysia
US 1975

Khalilah Mohd Dato Talha

General Manager, Strategic
Communications, PLUS Berhad Malaysia
Chairperson AFS Malaysia
Denmark 1976

Elizabeth Lee Fuh Yen

Senior Executive Director of Sunway
University & the Sunway Education Group
US 1978

Chris Tan

Director (Electrical & Electronic) at
PEMANDU
US 1985

Atty Sulaiman

National Director of AFS Malaysia
New Zealand 1987

Elena Shamsuddin

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Argentina 1996

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Italy 2002

Keith Wu
Producer, Astro Super Sports
US, 2002

Divakaran Vasudevan
Community Manager, Uber KL
US 2004

Dina Murad
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US, 2007



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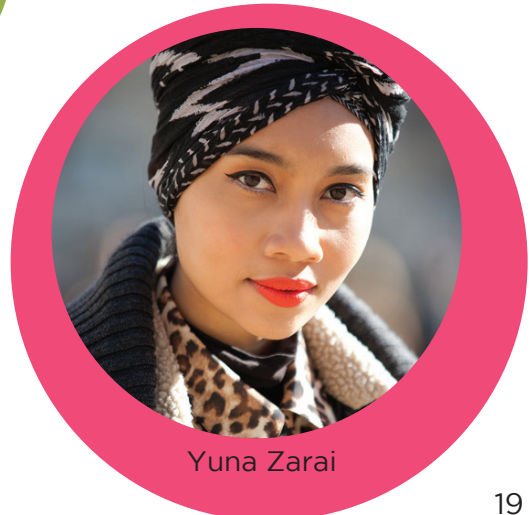
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Yuna Zarai

Acknowledgement

We sincerely thank each and everyone for your help. Without you and the people behind the names of the organizations listed below, the mission of spreading intercultural understanding over the world would not be possible.

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 - Cluster/Fully Residential School Management Division

- Curriculum Development Centre
- School Division
- Special School Division

Prime Minister's Department Malaysia

State Education Department Malaysia (JPN)

- Academic Unit
- Curriculum Unit
- Relations & Registration Unit
- School Division

Department of Orang Asli Development Malaysia (JAKOA)

Immigration Department of Malaysia

Inland Revenue Board of Malaysia (LDHN)

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The Penang Buddhist Association Senior Citizens' Home
University Malaysia Kelantan (UMK)
The Dementia Society Perak
Women Aid Organization (WAO)
Science of Life System 24/7 (SOLS) Kuala Lumpur



A Rich History of Service



Photograph by George Holton. Courtesy of the Archives of the American Field Service and AFS Intercultural Programs.

AFS began as the American Field Service, a World War I and II ambulance driver corps run and operated by American volunteers. Throughout both wars, these volunteer ambulance drivers transported more than 1 million wounded soldiers to safety from both sides of the battlefield.

After bearing witness to the horrors of war, the American Field Service Drivers founded AFS Intercultural Programs. In 1947, AFS exchanged 52 young people from 11 countries formerly at war, creating a global movement of promoting intercultural learning through student exchange.

Today, AFS has programs in more than 50 countries and has provided more than 400,000 students and young adults with life-changing experiences. More than 13,000 people embark on AFS programs each year, and AFS-USA is the largest partner within the worldwide AFS network.

AFS ambulances evacuating wounded in camouflaged Polish dressing stations during the Battle of Monte Cassino, Italy, April 1944.*

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