



TOGETHER FOR SDGs

**Social Hero Foundation &  
Iskandar Malaysia  
Social Hero Awards (IMSHA)**

# GUIDEBOOK





## Social Hero Foundation

يياسن ويرا سوسيال | 社会英雄基金会 | சமூக வீரர்கள் அறக்கட்டள



Iskandar Malaysia Social Hero Awards | Mobile Volunteer Engagement (MoVE) |  
Centre for Alliance, Resilience and Excellence (CARE)

---

the  
**ISKANDARIAN**  
ISKANDAR MALAYSIA'S OFFICIAL NEWSPAPER

ISKANDAR  
MALAYSIA



TOGETHER FOR SDGs



2020 © SOCIAL HERO FOUNDATION (SHF)

يأسن ويرا سوسال | 社会英雄基金会 | சமூக வீரர்கள் அறக்கட்டள

All rights reserved. No part of this publication may be reproduced, distributed, copied or transmitted in any form or by any means, including recording or information and retrieval systems, or any other electronic or mechanical methods, without the prior written permission of SHF, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

For permission on non-commercial uses, kindly send your request to:

**Social Hero Foundation**

No. 51B, Jalan Impian Emas 5/1, Taman Impian Emas,  
81300 Johor Bahru, Johor, Malaysia.

Office: (+6) 07-562 2748

website: [www.socialheroawards.com](http://www.socialheroawards.com)

email: [socialheroawards@gmail.com](mailto:socialheroawards@gmail.com)

# Contents

## Social Hero Foundation

Introduction	01
Our Purpose & Objectives	03
Vision & Mission	05
Centre for Alliance, Resilience and Excellence (CARE)	07
Mobile Volunteer Engagement (MoVE)	09
Digital Platform	10
Iskandar Malaysia Social Hero Awards (IMSHA)	11
Introduction	12
Categories & Definitions	13 - 17
Nomination Eligibility	18
Governance & Judging Panel	19
Partnership with United Nations In Malaysia	20
Contribute to the Cause	21
Some of our Winners	21
Contact us	21

# SOCIAL HERO FOUNDATION

*If we act boldly - and if we act together, we can make people everywhere more secure, more prosperous and better able to enjoy their fundamental human rights.  
- Kofi Annan, In Larger Freedom*

Social Hero Foundation (SHF) is a non-profit organisation based in Johor, established under Prime Minister's Department Trustees (Incorporation) Act 1952 to sustainably carry out charitable activities, promoting national unity, racially integrated programmes and for the purpose of raising funds to ensure sustainability and continuity of the initiative.

Although Social Hero Foundation was established in 2019, the initiative actually began with the Iskandar Malaysia Social Hero Awards (IMSHA) in 2014 in partnership with Iskandar Regional Development Authority (IRDA), to spot, recognise and empower CSOs (civil society organisations), NGOs (non-governmental organisations), NGIs (non-governmental individuals) and Corporate entities who are making a difference in Malaysia irrespective of race, creed or religion. The awards are also intended to raise awareness on the need for all to share the responsibility of working towards a more inclusive, compassionate and resilient society which works at providing relief to the members of public who are in need of it.

The 5th Prime Minister of Malaysia, Tun Abdullah Ahmad Badawi was the Patron of IMSHA for 2014 and 2015 while former Deputy Prime Minister Tun Musa Hitam was our Patron for 2016 and 2017. IMSHA no longer has any patron but the guest of honour for IMSHA 2018 and 2019 was YAM Tunku Temenggong Johor, Tunku Idris Al-Haj Ibni Sultan Ibrahim.

The programmes and activities are inclusive for all races, all areas of society and most importantly involve the youth and B40 and M40 segments. The winners are provided tools and education to better their organisations without any fees imposed.

After being recognised by the United Nations in Malaysia as a Good Practice SDG (Sustainable Development Goals) Award Provider in 2019, the establishment of the foundation under the Trustees (Incorporation) Act 1952 was undertaken and successfully completed. The serving Trustees are volunteering their time and resources for the foundation.

Among the functions of the Social Hero Foundation will be to provide the necessary tools, National SDGs vision alignment as well as Capacity Development (CD)/ Education for Sustainable Development (ESD) from our Centre for Alliance, Resilience and Excellence (CARE) for the NGOs as well as carrying out a chain of community development activities involving the winners while continuing the annual Social Hero Awards.

From 2014 to 2019, IMSHA has received 1410 nominations of CSOs, NGOs and NGLs doing social good in the Iskandar Malaysia region. From this number, 60 NGOs and 60 NGLs are currently the winners of IMSHA.

The winners undergo a rating process against a Resilience Scoring Matrix (RSM) vetted by SIRIM Berhad (Technical Committee). A Leadership Council, represented by Iskandar Regional Development Authority (IRDA), selected past winners and outstanding members of the public act as the sole body responsible for selecting the recipients of the awards.

**The primary goals and targets of the foundation are:**

- Increase unity and racial integration, provide relief to those in distress via the winners and be the premier community foundation with impactful initiatives.
- Increase the number of nominations for IMSHA from year on year basis.
- Provide capacity development tools for NGOs which will encompass digital tools as well as education which will incorporate the United Nations' modules, United Nations Global Compact SDG Compass and United Nations in Malaysia TOGETHERforSDGs platform.
- Help create a resilient community that will help all segments of the society in Malaysia irrespective of race, creed or religion.
- Encourage individuals, organisations, associations, companies to innovate to address new and existing social challenges.
- Raise funds to sustain its activities in a transparent and sustainable manner.



# OUR PURPOSE & OBJECTIVES

*To serve as a non-profit platform aspiring to spot, recognise and empower CSOs, NGOs and NGLs of all races to achieve a resilient community*

To help achieve our sustainable and long-term goals, the Social Hero Foundation has been set up to:

The establishment of Social Hero Foundation without prejudice is to the general use of the Trust in which the Trustees may from time to time and/or at any time use the Fund for any or all of its income exclusively without profit and without political interest to achieve the following objectives:

## **i) Organise the Iskandar Malaysia Social Hero Awards (IMSHA)**

Social Hero Foundation will organise the execution of the IMSHA awards which is the premier award to celebrate community service in the Iskandar Malaysia region.

IMSHA will be prohibited from selling its awards and must remain true to its objectives of:

- Recognising, appreciating and celebrating the contribution and services rendered by an individual or organisations (whether private sector or NGO).
- Inspiring others to take up social responsibility by promoting individuals or organisations who have demonstrated high values in charitable work with their passion, sacrifice, sincerity, generosity and energy.
- Encouraging individuals, organisations, associations, companies to innovate to address new and existing social challenges.
- Involving experts and institutions.

## **ii) Capacity Development (CD) & Education for Sustainable Development (ESD)**

Assist the development of civil society organisations (CSOs), non-governmental

organisations (NGOs), non-governmental individuals (NGIs) in developing the quality of life of the community in Malaysia by providing development courses for free via our Centre for Alliance, Resilience and Excellence (CARE).

Social Hero Foundation believes that investing in capacity development of our heroes is foundational towards a shared vision for a better society. We consider capacity development to be an important component of overall organisational growth.

The main objective of our capacity development is towards creating resilient and effective organisations, which we believe is crucial to deliver sustained efforts for long-term social change.

The scope of CD and ESD will revolve around the United Nations Development Programme (UNDP) Capacity Development Primer. UNDP's Primer focuses on smart institutions, visionary leadership, access to knowledge, public accountability mechanisms as the drivers of capacity change and draws from evidence and policies from across regions

and institutional lessons with global research.

### **iii) Community Assistance Programme**

Social Hero Foundation will provide assistance to potential beneficiaries from our pool of 'heroes' based on their request and our criteria.

- *Ad-Hoc Donations:* Social Hero Foundation will support charitable organisations through cash donation to ease their operational cost or cash-in kind contribution based on needs assessment.
- *Emergency Donations:* Social Hero Foundation will provide financial and material support to capacity development, national unity, social or humanitarian programmes aiding those affected by natural disasters or other emergencies.

# VISION & MISSION

1. Promote national unity, inclusivity and racial integration while championing the United Nations 17 Sustainable Development Goals or SDGs.
2. Establishing a resilient community will inevitably translate as a resilient economy and the synchronisation of both these elements will translate as a conducive environment for live, work, play and invest in Malaysia.
3. The initiative plays a catalytic role in helping to strengthen the social institution of our country by creating a more robust and resilient society. Our efforts have resulted with CSOs/ NGOs being able to provide relief to the community by getting assistance and support from new sectors of cooperation and new pockets of communities due to the recognition given to them by the initiative.
4. CSOs/NGOs and NGLs/Volunteers often have developed relationships with local communities. However, they are unaware of the impact they can have in creating a resilient society by compiling and using data. Similarly, Corporate Organisations who have their own CSR or Corporate Social Responsibility programmes are mostly unaware of the impact their aid has created. The initiative aspires to bridge the data gap to ensure that data collection and data sharing can increase the geographical scope of volunteers and corporations while helping to reduce expenditure via shared resources. United Nations Global Compact's SDG Compass and Communication on Progress (CoP) models will be used as benchmarks.



*Partnership with  
United Nations in  
Malaysia under  
TOGETHERforSDGs Hub  
witnessed by Menteri  
Besar Johor*

# OUR ORGANISATION



Founder & Trustee  
**Mr Edey Suresh**



Trustee  
**Madam Thanam  
Visvanathan -  
Suresh**



Trustee  
**Madam Yvonne  
Loh**



Trustee  
**Datuk Seri Teo  
Shiok Fu JP**



Trustee  
**Ms Sheila binti  
Dr. SDS Grewal**

## Board of Trustees

1. Five (5) Trustees have been appointed as the Trustees of the Social Hero Foundation.
2. The term of each Trustee is two-years and may be re-appointed.
3. None of the Trustees are immediate family members or close relatives with the Founder.
4. Organisation benefits shall not be entitled to any member of the trust board and their families and staff of the organisation. No member of the organisation shall use his/her position and/or authority within the organisation towards furthering his/her own personal interests and benefits.
5. A Secretariat will be formed to oversee and conduct programmes and engagements.

# CENTRE FOR ALLIANCE, RESILIENCE AND EXCELLENCE (CARE)

*Capacity development is a powerful enhancement tool that will foster sustainable development of communities and can contribute to local development of a resilient community*

The Sustainable Development Goals (SDGs) are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. CARE will use the SDGs as the benchmark in delivering Capacity Development (CD) and Education for Sustainable Development (ESD).

Our Centre for Alliance, Resilience and Excellence (CARE) will provide Capacity Development (CD) and Education for Sustainable Development (ESD) to CSOs (civil society organisations), NGOs (non-governmental organisations), NGIs (non-governmental individuals) and Corporate entities who are making a difference in Malaysia irrespective of race, creed or religion. CARE will empower them to be better equipped in running the day to day operations of their organisations.



## SDGs used by CARE



### Goal 4 - Quality Education

**Target 4.7** Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.



### Goal 10 - Reduce Inequalities

**Target 10.2** Empower and promote the social, economic and political inclusion of all, irrespective of age, gender, disability, race, ethnicity, origin, religion or economic or other status.



### Goal 11 – Sustainable Cities and Communities

**Target 11.3** Enhance inclusive and sustainable isation and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.



### Goal 16 – Peace, Justice and Strong Institutions

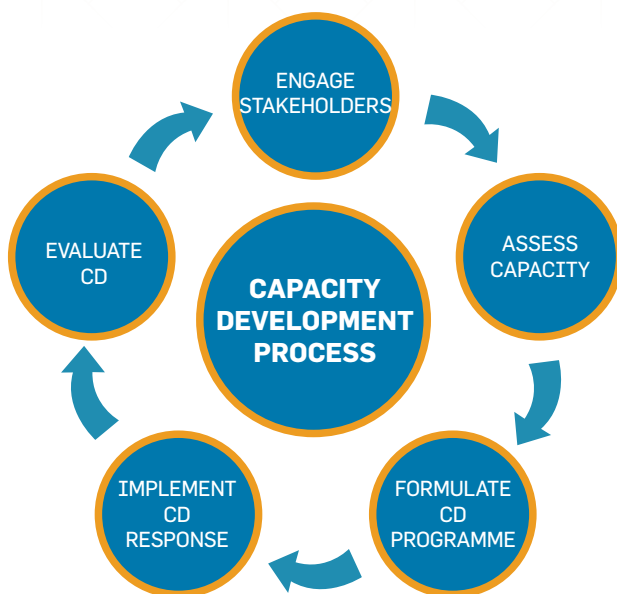
**Target 16.6** Develop effective, accountable and transparent institutions at all levels.

**Target 16.7** Ensure responsive, inclusive, participatory and representative decision-making at all levels.



### Goal 17 – Partnerships for the Goals

**Target 17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.



# MOBILE VOLUNTEER ENGAGEMENT (MoVE)

*Volunteers can use their voices to shape conversations, question social norms and promote the values we all hold dear. Volunteers are critical to achieving the Sustainable Development Goals*  
- Ban Ki Moon, 8th United Nations Secretary-General

Volunteering is widely recognised as a key strategy of community engagement and participation. On top of providing much-needed services at a community level, volunteering also delivers on civic and philanthropic values within society at large.

Mobile Volunteer Engagement or MoVE will serve as a volunteer management system that will act as a platform for systematic recruitment, training, engagement, and coordination of volunteers.

A volunteer management system of this nature will allow for strategic organisation of volunteer resources, including streamlining recruitment and retention processes of volunteers. Such a system will be beneficial for organisations to better manage volunteers, whilst paving the way for volunteers to access more opportunities to serve their communities.

## Key objectives of MoVE:

- Recruitment
- Engagement
- Retention
- Communication
- Additional Resources



# DIGITAL PLATFORM

*There are now 8.98 billion mobile connections on Earth, far larger than the world population of 7.69 billion, according to UN analysts*

Digital technology has transformed the way society operates, especially in the way that we interact and transact with each other. According to NP Source, 57% of people access the internet through their mobile devices. With the rise of the digital age, features like automation and virtual reality have also changed the typical way of making decisions. NGOs must catch up with this digital revolution in order to stay relevant and sustain themselves in an ever-evolving future.

In line with that, Iskandar Malaysia Social Hero Awards (IMSHA) has conceptualised a digital platform which will be an essential tool to connect corporate organisations to CSOs/NGOs from our winners' pool. The IMSHA digital platform will be constructed as a holistic resource to address the gap that the public currently faces in gaining quick access to non-profit organisations and charities. With contact information and other relevant references made available



via the platform, potential donors and interested volunteers can easily reach out to our winners' circle of CSOs and NGOs for relevant contributions.



*YAM Tunku Temenggong Johor, Tunku Idris Al-Haj Ibni Sultan Ibrahim congratulating the winners*

# ISKANDAR MALAYSIA SOCIAL HERO AWARDS (IMSHA)

The Iskandar Malaysia Social Hero Awards (IMSHA) is an annual event to 'Spot, Recognise and Empower' CSOs (civil society organisations), NGOs (non-governmental organisations), NGIs (non-governmental individuals) and Corporate entities who are making a difference in our communities through social service.

Awards will be presented in 11 categories, from which 22 winners will be drawn – 10 for individuals and 12 for organisations.

The inaugural IMSHA in 2014 received 173 nominations from the public and in 2015, the second IMSHA drew 237 nominations for the eleven categories. IMSHA 2016 had 228 nominations, IMSHA 2017 had 231 nominations, IMSHA 2018 had 240 nominations while IMSHA 2019 had 301 nominations making it a total of 1410 nominations over the past 6 years.

The key players behind IMSHA are The Iskandarian - Iskandar Malaysia's Official Newspaper, Social Hero Foundation (SHF), Iskandar Regional Development Authority (IRDA) and SIRIM Berhad.

The 5th Prime Minister of Malaysia, Tun

Abdullah Ahmad Badawi was the Patron of IMSHA for 2014 and 2015 while former Deputy Prime Minister Tun Musa Hitam was our Patron for 2016 and 2017. IMSHA no longer has any patron but the guest of honour for IMSHA 2018 and 2019 was YAM Tunku Temenggong Johor, Tunku Idris Al-Haj Ibni Sultan Ibrahim.

The current Chairman of IMSHA is Madam Thanam Visvanathan-Suresh, the Past President of the Johor Women's League (Jewel) and the Founder is Mr. Edey Suresh from The Iskandarian.

IMSHA currently has 60 NGOs and 60 NGIs in our winners' data list. In total we have 1410 nominations in our data as of 2019.

IMSHA is recognised as a 'Good Practice Sustainable Development Goals (SDG) Award Provider' by the United Nations in Malaysia.



# CATEGORIES & DEFINITIONS



## ANIMAL & WILDLIFE

Every year, 13 million hectares of forests are lost, while the persistent degradation of drylands has led to the desertification of 3.6 billion hectares, disproportionately affecting poor communities. While 15 percent of land is protected, biodiversity is still at risk. Nearly 7,000 species of animals and plants have been illegally traded. Wildlife trafficking not only erodes biodiversity, but creates insecurity, fuels conflict, and feeds corruption. Animal & wildlife welfare organisations are concerned with the health, safety and psychological wellness of animals. They include animal rescue groups or individual volunteers who help animals in distress or suffering from some epidemic.

### SDG



## EDUCATION ADVANCEMENT

Education is the pillar of every country in the world and it is a proven vehicle for sustainable development. Through education, literacy levels go up and human resources are enhanced. Heroes of this category ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Only through education can the promotion of understanding, tolerance, gender equality, friendship among all, racial integration and national unity can be achieved.

### SDG





## ARTS, CULTURE & HERITAGE

Arts, Culture & Heritage are valuable areas of social and humanity progression as they are premised on freedom of expression and critical thought. Organisations championing this category encourage the growth of arts and cultural activities through effective collaboration between arts and cultural organisations, government agencies, private sectors, non-governmental organisations and arts and cultural activists from within and outside the country. They disseminate information on heritage, culture and arts to the public, both locally and internationally while enhancing development of arts and culture products in accordance with the principles of justice, democracy, non-racism, non-sexism, equality and the enhancement of sustainable cities and communities.

### SDG



## DISASTER RELIEF

Organisations providing disaster aid or relief aim to provide relief materials, organise health camp, get involved in rescue operations, arrange temporary shelters and much more so people are able to survive and recover from disasters. The main objective is to provide quick response. They are often seen providing training and education on crisis management and enhancing SDG Goal 11 in making cities and human settlements inclusive, safe, resilient and sustainable. NGOs often take inclusive and consensual approaches to local disaster planning and resilience building.

### SDG





## HEALTH SERVICES

Ensuring healthy lives and promoting the well-being at all ages is essential to sustainable development. Organisations providing health services are run by dedicated personnel who are committed and knowledgeable about the health issues they are advocating. Naturally, they have good networking with health professionals, the community and the private sector. They provide medical examination, medical screening, talks, public awareness campaigns and support to specific health issues being mental or physical. Due to the scope and intensity of global health challenges, no single country or agency can work alone to tackle these issues.

### SDG



## ENVIRONMENTAL PROTECTION

SDG Goal 15 which aims to protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss and Goal 14 which targets to conserve and sustainably use the oceans, seas and marine resources for sustainable development help identify the organisations championing this category. They strive to control human activities that contribute towards deterioration of our environment, initiate measures for the improvement of our environment and work tirelessly to increase public awareness about the state of our environment.

### SDG





## HUMAN EMPOWERMENT

Groups who are working in empowerment inculcate capacity development, self-reliance and community participation to help improve the quality of life. They empower and promote the social, economic and political inclusion of all irrespective of age, gender, disability, race, ethnicity, origin, religion or economic or other status. Human empowerment is crucial as only an empowered community can eventually attain sustainable development.

### SDG



## PUBLIC SAFETY

SDG 16.1 and 16.2 target to significantly reduce all forms of violence and related death rates everywhere and end abuse, exploitation, trafficking and all forms of violence against and torture of children and the community at large. The Public Safety category identifies organisations and individuals who are directly involved in prevention activities for women, children and the community at large. Promoting the rule of law and human rights are key to this process.

### SDG



## SOCIAL INNOVATOR

Civil society stands for key actors and promoters of social innovation, and their mode of organisation can be considered a social innovation itself as it allows the formation of social movements and other innovative social engagements. The end goal on addressing social challenges and needs is what distinguishes social innovation from other forms of innovation, such as business or technological innovation.

### SDG





## POVERTY & HUNGER RELIEF

Eradicating poverty in all its forms remains one of the greatest challenges facing humanity. While the number of people living in extreme poverty dropped by more than half between 1990 and 2015, too many are still struggling for the most basic human needs. As they struggle daily for survival, hunger and malnutrition often becomes an underlying issue. NGOs strive to end hunger, achieve food security and improve nutrition often by going to the ground and providing food and medical aid, setting up soup kitchens and creating community food banks. Many are seen engaged in community development interventions to build capacity for self-help action.

### SDG



## CSR

Businesses aim to generate profit, take care of the environment they operate in, and create a positive social impact through their Corporate Social Responsibility (CSR) programmes. There are many worthy causes companies can choose to support, but without focus and alignment around what your business already does well, CSR efforts may be less effective. The SDGs can be used as an overarching framework to shape, steer, communicate and report CSR strategies, goals and activities. Adopting SDGs into CSR practices is a must to ensure the realisation of the 17 Global Goals.

### SDG



# NOMINATION ELIGIBILITY

## Individual

1. Social Heroes who demonstrate admirable values and character that can be emulated by others.
2. Social Heroes who have consistently contributed their time, energy and resources for the betterment of others (be it organisations, societies, associations and departments) to leave a positive impact on the Iskandar Malaysia communities.
3. Social Heroes who demonstrate strong leadership in advocating, motivating and encouraging social change in communities, organisations, associations, societies and departments.
4. Social Heroes with a project track record of at least 18 months prior to the closing of the nomination deadline.

## Organisation

1. Hero Organisations (NGOs, Associations, Companies, SME, Public listed and GLC) that carry out activities to benefit the Iskandar Malaysia communities. These activities may include but not necessarily be limited to the areas of welfare, economic enhancement, education, health, social upliftment, sports and recreation, environment, youth and women.
2. Hero Organisations with a project track record of at least 18 months prior to the closing of the nomination deadline.



//  
*In an era of global abundance, our world has the resources to reduce dramatically the massive divides that persist between rich and poor, if only those resources can be unleashed in the service of all peoples.*  
- Kofi Annan,  
*In Larger Freedom*

# GOVERNANCE & JUDGING PANEL



**SELECTION CRITERIA:** Nominations are filtered and rated against a Resilience Scoring Matrix (RSM) and vetted by our Technical partner SIRIM Berhad. The selection criteria used by the RSM system are based on:

1. Social Impact
2. Frequency of projects
3. Awareness/Visibility
4. Sustainability
5. Scalability
6. Inclusiveness
7. Ethics
8. Source of funds
9. SDGs

A Leadership Council, represented by selected past winners, Iskandar Regional Development Authority (IRDA) and outstanding members of the public act as the sole body responsible for selecting the recipients of the awards. The Leadership Council is led by IMSHA Chairman Madam Thanam Visvanathan-Suresh.

# PARTNERSHIP WITH UNITED NATIONS IN MALAYSIA

In 2019, IMSHA formally signed a partnership with the United Nation in Malaysia. The aim of the partnership is to benchmark the awards against global standards whilst promoting the United Nations Sustainable Development Goals (SDGs). The partnership was done with United Nations Country Team under the United Nations (UN) in Malaysia TOGETHERforSDGs Hub. With the partnership, IMSHA is recognised as a 'Good Practice Sustainable Development Goals (SDG) Award Provider'.



## TOGETHERforSDGs

The Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in 2015. The SDGs are part of Resolution 70/1 of the United Nations General Assembly, the 2030 Agenda. Building on the principle of "leaving no one behind", the 2030 Agenda emphasises a holistic approach to achieving sustainable development for all.

### SUSTAINABLE DEVELOPMENT GOALS



# CONTRIBUTE TO THE CAUSE

Social Hero Foundation (SHF) is a non-profit organisation. Be a contributor to SHF to gain benefits, among which are:

1. Access to **Sustainable Development Goals (SDGs)** knowledge.
2. Networking opportunities with **credible** CSO/NGO/NGI or other government/ corporate entities.
3. Access to **Centre for Alliance, Resilience and Excellence (CARE)**.
4. Access to Capacity Development & Education for Sustainable Development.
5. Access to **Capacity Assessment Tools (CAT)** and other available tools.
6. Introduction to **United Nations Global Compact Network Malaysia (GCMY)**.
7. Access to partnerships with a range of stakeholders.
8. Logo recognition in [www.socialheroawards.com](http://www.socialheroawards.com) portal and sharing in social media.
9. **Bring More Meaning to Your Life.**



**Contact us today!**

## **Social Hero Foundation**

No. 51B, Jalan Impian Emas 5/1, Taman Impian Emas, 81300 Johor Bahru, Johor, Malaysia.  
Office: (+6) 07-562 2748 | email: [socialheroawards@gmail.com](mailto:socialheroawards@gmail.com)

# OUR NGO WINNERS 2014 - 2019



