

UNIVERSITY OF CYBERJAYA

SDG IMPACT REPORT 2025

SDG 1: No Poverty

1 NO POVERTY

SDG 1 · NO POVERTY

Our Commitment to Ending Poverty

END POVERTY IN ALL ITS FORMS EVERYWHERE

A university education is one of the surest routes out of poverty. At the University of Cyberjaya, we believe no talented student should be kept from that route by their family's income, and that a university should use its knowledge to help the communities around it.

Our commitment to SDG 1 works on two fronts. On campus, we set targets for admitting and graduating students from low-income families, and we back those targets with bursaries, zakat support, subsidised housing, food aid and paid work. Beyond campus, our students and staff take food, supplies and skills to people in need, help local micro-entrepreneurs build their businesses, and carry out research that helps government design poverty programmes that work.

This report sets out our goals, the progress we made against them in 2025, and the people and projects behind it.

Our goals

01 RESEARCH THAT TACKLES POVERTY
Study the causes and realities of poverty, with partners in Malaysia and in low and lower-middle income countries. 1.1

02 OPEN THE DOOR TO LOW-INCOME STUDENTS
Set and meet annual targets for admitting students from the bottom 40% of household incomes. 1.2.1 · 1.3.1

03 SEE EVERY STUDENT THROUGH TO GRADUATION
Set completion targets for low-income students and support them to reach them. 1.3.2

04 MEET STUDENTS' BASIC NEEDS
Provide financial aid, food, subsidised housing, transport and paid work for students in financial need. 1.3.3 · 1.3.4

05 SUPPORT STUDENTS FROM POORER COUNTRIES
Offer bursaries and fee waivers to students from low and lower-middle income countries. 1.3.5

06 HELP LOCAL ENTERPRISE GROW
Give local micro-entrepreneurs free training, mentoring, start-up funding and a market on campus. 1.4.1 · 1.4.2

07 WIDEN ACCESS TO BASIC SERVICES
Bring food, hygiene, education and emergency relief to disadvantaged communities. 1.4.3

08 SHAPE POLICY ON POVERTY
Put our research and expertise at the service of national, state and local policy makers. 1.4.4

KEY FACTS · 2025

2025 at a Glance

In 2025 we beat our targets for admitting and graduating students from low-income families, and took food, supplies and expertise to communities in need.

44.6%
of new students came from low-income families, against a target of 40%

93%
of low-income students completed their studies, against a target of 85%

3,723
students from low-income families received financial aid

711
low-income households studied in Kudat, Sabah, to inform poverty policy

1,700+
people reached through 22 community outreach programmes

305
residents displaced by the Putra Heights fire given hygiene kits

RM100k
national research grant for the Sabah poverty study

20+
local micro-businesses given free space at campus bazaars

50%
hostel fee subsidy for students in financial need

Indicator by indicator

REF	WHAT THE ASKS	OUR 2025 POSITION
1.1	Research on poverty	Led in 2025 by the MOHE-funded study of 711 low-income households in Kudat, Sabah, with Universiti Malaysia Sabah
1.2.1	Low-income students receiving financial aid	3,723 low-income students received aid through PTPTN, University scholarships and bursaries, and the TAZUoC welfare fund
1.3.1	Admission target for the bottom income group	Target: 40% of new students from B40 families; 44.6% achieved, up from 43.0% in 2024
1.3.2	Success of bottom-income students	Completion target of 85% for B40 students; 93% achieved in 2025, up from 91% in 2024
1.3.3	Support for low-income students	50% hostel fee subsidy, free shuttle, Mini Food Bank, Asnaf Support Scheme and mentoring
1.3.4	Programmes for bottom-income students	Paid campus work through the Library Assistantship and Student Ambassador Programmes; TAZUoC allowances
1.3.5	Support for students from low and lower-middle income countries	International Bursary: 25–50% fee waivers and emergency grants for 46 students from six countries
1.4.1	Local start-up assistance	Free Community Enterprise Programme for B40 micro-entrepreneurs, with training and a lecturer mentor
1.4.2	Local start-up financial assistance	Seed grants of up to RM2,000 for 12 entrepreneurs; free stalls for 20+ micro-businesses at campus bazaars
1.4.3	Programmes for access to basic services	22 outreach programmes reaching more than 1,700 people with food, hygiene, education and relief
1.4.4	Policy making on poverty	Sabah report to federal and state authorities; expert input to KPWKM and LPPKN

SECTION 01

01

Research and Policy Against Poverty

Research that shows government what works, and puts the evidence in the hands of the people who design poverty programmes.

IN THIS SECTION

— *Listening to Kudat: What 711 Households Told Us About Poverty*

RESEARCH AND POLICY AGAINST POVERTY

Listening to Kudat: What 711 Households Told Us About Poverty

KUDAT, SABAH · 2023 – 2025

711 households

surveyed across Central Kudat, Matunggong and Banggi Island to show which poverty programmes work

Sabah has the highest poverty rates in Malaysia, and Kudat, at the state's northern tip, is among its poorest districts. From September 2023 to September 2025, Prof Dr Rosnah Ismail of the Faculty of Psychology and Social Sciences led a study with two researchers from Universiti Malaysia Sabah to understand what life is really like for low-income households there. The project was funded by an RM100,000 Exploratory Research Grant from the Ministry of Higher Education and backed by the Ministry of Rural and Regional Development (KPLB).

The team surveyed 711 low-income households across Central Kudat, Matunggong and Banggi Island. The findings were stark: 41.7% of heads of household had never attended school, and only 25.6% of households were able to save any of their income. A third owned agricultural land and a fifth kept livestock. Of the 16 poverty programmes running in Kudat, take-up was concentrated in just three: subsidies for fishermen, microcredit and honey-bee farming. The honey-bee project reached 35.7% of participants in Central Kudat and Matunggong, but had never been extended to Banggi Island.

The study's 13-chapter report went to federal and state authorities with clear recommendations: tailor programmes to each area, expand functional literacy, and extend bee-keeping to island communities. It gives KPLB and regional planners the evidence to move from one-size-fits-all welfare to support that fits the places it serves.

Factfile

WHEN September 2023 – September 2025
WHERE Central Kudat, Matunggong and Banggi Island, Sabah
WITH Universiti Malaysia Sabah; KPLB; Ministry of Higher Education
REACH 711 low-income households surveyed
LED BY Prof Dr Rosnah Ismail, Faculty of Psychology and Social Sciences
INDICATORS 1.4.4 Policy addressing poverty · 1.1 Research on poverty · 17.2.1 Government policy

SECTION 02

02

Access to Essentials

Food, hygiene and emergency supplies for people sleeping rough and for families who have lost their homes.

IN THIS SECTION

— *Before Sunrise in Chow Kit*
— *A Night on the Streets of Pudu and Brickfields*
— *Hearts for Heights: Standing with Putra Heights After the Fire*
— *Packed with Hope: Supplies for Families After the Floods*

ACCESS TO ESSENTIALS

Before Sunrise in Chow Kit

CHOW KIT, KUALA LUMPUR · 11 DECEMBER 2025

100 care packs

packed before sunrise and handed to homeless people in Chow Kit

At 6.45 am on 11 December 2025, while most of campus was still asleep, eleven members of Young Mercy Group 4 were packing bread and toiletries into zip bags. By 8.20 am they had arrived at Pusat Khidmat Gelandangan Medan Tuanku in Chow Kit, a service centre for homeless people, with 100 care packs.

In thirty minutes, the students handed packs directly to sixty people at the centre. An elderly man who had been sleeping near the centre for three months tucked his pack inside his jacket and asked whether there was a toothbrush inside. There was. The students then spoke with the head of the centre and several of the people it serves to understand the challenges they face. The remaining forty packs were left with the centre, whose staff promised to give them to people arriving later in the evening.

The group's own reflections were candid: next time they wanted more food, fuller hygiene kits, earlier publicity to attract donations, and partnerships with other organisations to reach more people. "Sixty packs felt like a lot when we were packing them," one member said. "Standing there, it felt like nothing. That's why we want to come back bigger."

Factfile

WHEN 11 December 2025
WHERE Pusat Khidmat Gelandangan Medan Tuanku, Chow Kit
WITH Pusat Khidmat Gelandangan Medan Tuanku
REACH 60 homeless people; 100 care packs
LED BY Young Mercy Group 4
INDICATORS 1.4.3 Programmes for services access

ACCESS TO ESSENTIALS

A Night on the Streets of Pudu and Brickfields

KUALA LUMPUR · 17 MAY 2025



On 17 May 2025, students from Young Mercy Group 8 joined Kechara Soup Kitchen, one of Kuala Lumpur's best-known food-aid charities, for an evening of street distribution. After a briefing at Kechara's Jalan Imbi base, the students were split into two teams, each led by Kechara volunteers, and walked the streets of Pudu and Brickfields.

Alongside Kechara's food packs, the group brought its own donation: 150 mosquito coils and 50 bottles of medicated oil, chosen after the students learned that mosquito bites and muscle pain are among the most common complaints of people sleeping rough. Over about three hours, the two teams reached more than 120 people, from elderly men on five-foot ways to a young family sheltering near a bus stop.

For many of the students it was their first close encounter with homelessness in their own city. The programme aimed to build empathy as much as to deliver aid, and to support Kechara's mission of ensuring no one in the city goes hungry. "You walk past these streets every day," one volunteer reflected, "but tonight we actually stopped and listened."

Factfile

WHEN 17 May 2025
WHERE Pudu and Brickfields, Kuala Lumpur
WITH Kechara Soup Kitchen
REACH More than 120 people sleeping rough
LED BY Young Mercy Group 8
INDICATORS 1.4.3 Programmes for services access · 2 Food security

ACCESS TO ESSENTIALS

Hearts for Heights: Standing with Putra Heights After the Fire

SUBANG JAYA, SELANGOR · 12 APRIL 2025



When the gas-pipeline fire tore through Putra Heights in April 2025, hundreds of residents were forced from their homes overnight. On 12 April 2025, seven Young Mercy students and three University staff, working with the University's Department of Disaster & Relief Medicine, went to Masjid Putra Heights, which had become a temporary evacuation centre (PPS), to support the families sheltering there.

Working alongside officers from Jabatan Kebajikan Masyarakat (JKM), the team handed out hygiene kits containing soap, toothbrushes, toothpaste, wet tissues, combs and nail-care sets to 305 displaced residents. With MyCARE-KEMAS, the students also offered psychological first aid and active listening to families coming to terms with the loss of their homes, and helped clean the evacuation centre so it stayed safe and hygienic for everyone sheltering there. The team was assigned by JKM to the centre's family section, where most of the young children and elderly residents were housed.

Disasters test how well a community can respond and recover. Following the response, JKM added the University to its register of volunteer partners for future emergencies in the Subang Jaya district, and the Department of Disaster & Relief Medicine now runs a psychological first-aid course for every Young Mercy cohort so that students are ready to deploy.

Factfile

WHEN 12 April 2025
WHERE Masjid Putra Heights evacuation centre, Subang Jaya
WITH Jabatan Kebajikan Masyarakat (JKM); MyCARE-KEMAS
REACH 305 displaced residents
LED BY Young Mercy students with the Department of Disaster & Relief Medicine
INDICATORS 1.4.3 Programmes for services access · 11 Disaster resilience

ACCESS TO ESSENTIALS

Packed with Hope: Supplies for Families After the Floods

CYBERJAYA · 5 DECEMBER 2025



After their morning class on 5 December 2025, ten students from Young Mercy Group 9 turned room UG05 at the University of Cyberjaya into a packing station for 'Hands of Hope: Serve, Share, Sustain', a project to give practical help to communities hit by disaster.

With money they had raised themselves, the group bought hygiene items and school supplies: toothpaste, toothbrushes, soap, notebooks and 48 packs of sanitary pads. They packed and checked every item before handing the boxes to the University's Department of Disaster & Relief Medicine at the Welcome Centre. The kits were later sent to families displaced by the year-end floods in Kelantan, where the department's relief team was supporting evacuation centres.

Helping communities recover from disaster is a shared effort. The Department of Disaster & Relief Medicine has since made sanitary pads a standard item in every hygiene kit it prepares. The group hopes to make the drive a regular part of the Young Mercy calendar.



Factfile

WHEN 5 December 2025
WHERE University of Cyberjaya; relief centres in Kelantan
WITH Department of Disaster & Relief Medicine
REACH Flood-displaced families in Kelantan
LED BY Young Mercy Group 9
INDICATORS 1.4.3 Programmes for services access · 11 Disaster resilience

SECTION 03

03

Standing with Children's Homes

Regular visits that bring school supplies, food and practical skills to orphans and asnaf children.

IN THIS SECTION

— *Back to School, Forward to Dreams*
— *Fifty Children, a Box of Crayons and One Big Afternoon*
— *Fire Drills and Felt-Tips at Rumah Victory*
— *Little Light, Big Laughter in Setapak*
— *Planting Dreams on a Tree of Tomorrow*

STANDING WITH CHILDREN'S HOMES

Back to School, Forward to Dreams

PUCHONG, SELANGOR · 6 DECEMBER 2025



On 6 December 2025, eight Psychology students from MPU 3422 Group 2 arrived at Pertubuhan Kebajikan dan Bimbingan At-Taqwa in Puchong with school bags, uniforms and stationery for the new school year. The home cares for asnaf children aged 4 to 17. Working with Yayasan WIBA PRIMA, a zakat agent registered with Lembaga Zakat Selangor, the students matched every 'Back to School' kit to the home's zakat eligibility list. By mid-morning, a row of brand-new bags lined the hall, each one tagged with a child's name.

The day was about more than supplies. Creative-industry speaker Pn Aninа Fauzan showed the children how animation and AI are changing the way stories are told. The children then designed heat-shrink keychains of their 'future-self hero'. One twelve-year-old drew herself in a doctor's coat holding a paintbrush, because, she explained, "I want to fix people and also draw them." A step-forward, step-back empathy game and a short wellbeing and aspiration survey helped the students see the children's world more clearly.

Corporate partner De'Xandra donated products for the students to sell, which helped fund the day. The programme brought together a university, a zakat foundation and a business behind a single goal: making sure no child at At-Taqwa starts the school year without the basics. As the bus pulled away, the children were already comparing keychains and planning which hero they would become.

Factfile

WHEN 6 December 2025
WHERE Pertubuhan Kebajikan dan Bimbingan At-Taqwa, Puchong
WITH Yayasan WIBA PRIMA (Lembaga Zakat Selangor agent); De'Xandra
REACH 71 asnaf children and caregivers
LED BY Psychology students, MPU 3422 Group 2
INDICATORS 1.4.3 Programmes for services access · 4 Education outreach

STANDING WITH CHILDREN'S HOMES

Fifty Children, a Box of Crayons and One Big Afternoon

PUCHONG, SELANGOR · 21 MAY 2025

50 children

at At-Taqwa, the first of three University visits to the home in 2025

On 21 May 2025, twenty students from Young Mercy Group 6 visited Rumah Kebajikan dan Bimbingan At-Taqwa in Puchong, bringing colouring books, drawing materials and snacks for the fifty children who live there. Eight members of the home's staff and the group's lecturer joined in. The aim was simple: to bring joy and support to the children, even for a short afternoon.

The session was full of colour. Children and students sat side by side to draw and colour, then gathered for storytelling and games. A six-year-old named Aiman insisted on drawing every volunteer, and by the end of the hour had produced twenty portraits, all with enormous smiles. The group also left a cash donation for the home's daily needs.

The visit turned out to be the start of a relationship rather than a one-off. Later in 2025, two more University of Cyberjaya groups returned to At-Taqwa: one with back-to-school kits and one teaching first aid. "The children asked when the university students would come back," a caregiver said. "Now they don't have to ask."

Factfile

WHEN 21 May 2025
WHERE Rumah Kebajikan dan Bimbingan At-Taqwa, Puchong
WITH Rumah Kebajikan dan Bimbingan At-Taqwa
REACH 50 children
LED BY Young Mercy Group 6
INDICATORS 1.4.3 Programmes for services access

STANDING WITH CHILDREN'S HOMES

Fire Drills and Felt-Tips at Rumah Victory

PUCHONG, SELANGOR · 24 MAY 2025

29 children

at Rumah Victory received stationery, groceries and a fire-safety lesson

Twenty-nine children at Rumah Victory, a children's home on Jalan Bunga Raya in Puchong, welcomed Young Mercy Group 7 on 24 May 2025. The volunteers came to lift the children's spirits and to bring groceries, stationery and a hot lunch for the home.

After an ice-breaking session, the children received new stationery and settled into a drawing activity. Then the mood changed: the group's lecturer gave a hands-on fire-extinguisher demonstration, showing the children what to do if a fire breaks out at home. The older children volunteered to aim the extinguisher, while the younger ones shouted 'Pull, aim, squeeze, sweep!' until everyone knew it by heart. Games, toys and a shared lunch rounded off the visit.

The volunteers also delivered groceries to help with the home's running costs. On social media, the group's post about the day drew 94 likes and 31 shares, carrying Rumah Victory's story to a wider audience. One volunteer wrote afterwards that the visit had changed what she wanted to do after graduating: "I want to work in communities like this one."

Factfile

WHEN 24 May 2025
WHERE Rumah Victory, Puchong
WITH Rumah Victory children's home
REACH 29 children
LED BY Young Mercy Group 7
INDICATORS 1.4.3 Programmes for services access · 3.3.2 Health outreach

STANDING WITH CHILDREN'S HOMES

Little Light, Big Laughter in Setapak

SETAPAK, KUALA LUMPUR · 17 MAY 2025

20 painting kits

and a donation of food, kitchen and cleaning supplies for a Setapak welfare home

Nine students from Young Mercy Group 10 spent 17 May 2025 at Pertubuhan Kebajikan Lindungan Ikhlas, a welfare home in Setapak, Kuala Lumpur. 'Project Little Light' was designed to give the children companionship and emotional support, and twenty bear-keychain painting kits were prepared for the day.

The programme was built around play. Simon Says broke the ice, then the children each painted a small bear keychain to keep. One boy painted his bear in the colours of his favourite football club and refused to let it dry before clipping it to his bag. Musical chairs and hot potato kept the energy high, and everyone sat down together for a Happy Meal lunch.

Before leaving, the students donated kitchen supplies, food and cleaning items to help the home with its day-to-day running. The home's caretaker said the children talked about 'the bear day' for the rest of the week, and asked if the students could come back for Hari Raya.

Factfile

WHEN 17 May 2025
WHERE Pertubuhan Kebajikan Lindungan Ikhlas, Setapak
WITH Pertubuhan Kebajikan Lindungan Ikhlas
REACH 20 children
LED BY Young Mercy Group 10
INDICATORS 1.4.3 Programmes for services access

STANDING WITH CHILDREN'S HOMES

Planting Dreams on a Tree of Tomorrow

SELANGOR · 21 DECEMBER 2025

38 dreams

one hope for the future from each young person at Rumah Amal Raudhatul Jannah

Thirty-eight orphans, most of them teenagers, spent 21 December 2025 with seven Psychology students from MPU 3422 Group 5 at Rumah Amal Raudhatul Jannah. The programme, 'Nur of Tomorrow', set out to build the young people's confidence and to support their emotional and social growth. It was attended by Pertubuhan Kebajikan Anak Yatim Malaysia (PEYATIM), whose Secretary-General joined the day.

The morning opened with ice-breakers and a group exercise session before the 'Teka & Switch' quiz turned the hall into a noisy, good-natured contest between boys and girls. Each participant then wrote a hope for the future on a leaf for the 'My Dream Tree'. By lunchtime the tree held thirty-eight leaves, with ambitions ranging from engineer and pilot to opening a nasi lemak stall 'that everyone in Malaysia knows'. The afternoon talent show gave the teenagers a stage of their own, and a shy fifteen-year-old who had barely spoken all morning closed the show with a nasyid that brought the room to silence.

Before leaving, the students handed over food and hygiene supplies, along with a cash donation, to the home. Evaluation forms were collected from participants to guide future visits. "They came to teach us," one resident told a volunteer, "but we taught them how to be brave on stage."

Factfile

WHEN 21 December 2025
WHERE Rumah Amal Raudhatul Jannah
WITH PEYATIM; Rumah Amal Raudhatul Jannah
REACH 38 orphans
LED BY Psychology students, MPU 3422 Group 5
INDICATORS 1.4.3 Programmes for services access · 10 Reduced inequalities

SECTION 04

04

Education as a Route Out of Poverty

Learning spaces, mentoring and scholarships that keep children from low-income families in school and on the path to university.

IN THIS SECTION

— *From Forgotten Library to EduHub: A New Heart for SMK Seri Sepang*
— *Safe Spaces in the Heart of Chow Kit*

EDUCATION AS A ROUTE OUT OF POVERTY

From Forgotten Library to EduHub: A New Heart for SMK Seri Sepang

SEPANG, SELANGOR · MAY – OCTOBER 2025

1,200 hours

given by 32 volunteers to turn a storeroom into a learning centre for 850 students

The library at SMK Seri Sepang was underused, and for years had served more as a storeroom than a place to learn. Between May and October 2025, members of the University of Cyberjaya's Kelab Penyayang changed that. As their entry for the Piala Sukarelawan Menteri Pendidikan Tinggi 2025, they turned the library into 'EduHub: Holistic Learning Centre' for a school where many students come from B40 families.

The volunteers repaired damaged tiles, repainted the walls, replaced unsafe furniture and counters, improved the wiring and redesigned the layout. They set up a Smart Corner with tablets and a TV, re-catalogued the books using the Dewey Decimal System, and added educational and traditional games. To help students think about the future, they built RIASEC career-pathway panels and a 'Career of the Week' display covering 12 careers, along with a journaling corner, a goal-tracking calendar, an 'Idea Playground' and a volunteerism board. Thirty-two University volunteers gave more than 1,200 hours to the project, and the library now serves the school's 850 students.

Unlike a one-day visit, EduHub was designed to last. The school's teachers maintain it, and its students keep the career and volunteer displays up to date. Library visits have tripled since the reopening, and the school now opens EduHub to parents and residents on Saturday mornings for reading and free digital-skills classes run by University volunteers.

Factfile

WHEN May – October 2025
WHERE SMK Seri Sepang, Sepang
WITH SMK Seri Sepang; Yayasan Budi Penyayang
REACH 850 students; 32 volunteers, 1,200+ hours
LED BY Kelab Penyayang UoC
INDICATORS 1.4.3 Programmes for services access · 4.3.3 Community education

EDUCATION AS A ROUTE OUT OF POVERTY

Safe Spaces in the Heart of Chow Kit

CHOW KIT, KUALA LUMPUR · 13 FEBRUARY 2025



Over two sessions in February 2025, Psychology students from the Faculty of Psychology and Social Sciences, led by Associate Professor Dr Crendy Tan Yeng Teng, worked with children at Yayasan Chow Kit, a foundation supporting underserved children in one of Kuala Lumpur's most deprived neighbourhoods. Forty children and thirty University students took part.

The sessions were designed to give the children a safe and supportive space to communicate, build confidence, cooperate and feel they belong. Students led an opening circle and group discussions, then guided hands-on activities, movement games and a group floor activity, working closely with individual children and adapting their approach as they went. A shy eight-year-old who stayed at the edge of the opening circle ended the day leading her group's floor activity, giving instructions to the university students.

For the University's students, the sessions were a practical lesson in child-centred, inclusive facilitation with children from very different backgrounds to their own. Yayasan Chow Kit and the faculty have since agreed on a semester-long mentoring programme pairing psychology students with older children at the centre, focused on staying in school and planning for further education. Three of the centre's alumni now study at the University on full scholarships.



Factfile

WHEN 13 February 2025
WHERE Yayasan Chow Kit Activity Centre, Kuala Lumpur
WITH Yayasan Chow Kit
REACH 40 children; 30 University students
LED BY Faculty of Psychology and Social Sciences
INDICATORS 1.4.3 Programmes for services access · 1.3 Access to university

University of Cyberjaya

SDG Coordinating Committee

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