

ANNUAL REPORT

ALL WOMEN'S ACTION SOCIETY

PERSATUAN PERGERAKAN WANITA

2024



SUPPORT US

We're a registered non-profit organisation and all our activities are sustained by your financial contributions.



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All Women's Action
Society (AWAM)



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SPECIAL MESSAGES

SPECIAL MESSAGE FROM THE PRESIDENT

As we embark on another year, AWAM remains steadfast in its mission to create a just, democratic, and equitable society. Our sustainability goes beyond financial stability, it is about cultivating future leaders, maintaining good governance, and ensuring that AWAM's vision and values endure. Leadership must emerge from within, among our members, and council and staff, ensuring continuity while fostering a culture of integrity. While AWAM has stabilised and continues its core programs, we must not become complacent. Each department should explore new ways to enhance its impact. We must re-engage in legal reform, policy proposals, and lobbying the government to enhance current legal measures in place. Our leadership model should be distinct from traditional political figures; instead, we must nurture leaders who uphold collectivism, courage, respect, equality, and justice.

A shared understanding of key global issues such as globalisation, neoliberalism, and feminism is crucial to our work. In addition, AWAM should actively collaborate with external experts and allies, forming committees to strengthen our engagement. As a nation, we are also facing mounting challenges.



The global rise of right-wing ideologies, coupled with increasing religious and racial conservatism in Malaysia, which threatens gender equality and LGBTQI+ rights. With GE16 approaching, AWAM must remain strategic and proactive in its advocacy while supporting women's political participation. Finally, we must recognise that the increasing demands on our staff can lead to exhaustion and burnout, which ultimately affects the sustainability of our work. Creating a supportive work environment where staff feel valued and cared for is not just beneficial, it is necessary for long-term impact.

Together, with resilience and collective effort, we can elevate AWAM, strengthen our advocacy, and push forward the fight for gender justice.

SPECIAL MESSAGE FROM THE HONORARY SECRETARY

Being part of AWAM has been one of the most valuable experiences of my life. Back in 2022, while pursuing my Master of Professional Counselling, I decided to intern as an Intern Counsellor with AWAM because I deeply believed it would be a place where I could grow—not just as a counsellor, but as a person. I had the privilege of working with the Services Department, particularly with the Telenita Helpline, which has been a support for so many in need. My time here opened my eyes to struggles that are hard to grasp without firsthand experience, igniting my passion for advocating for gender rights.

My journey with AWAM, from intern to volunteer to now serving as Honorary Secretary, has been nothing short of transformative. One of the most profound lessons I've learned is that you can't fully grasp the inner workings of an organisation until you become part of its system. I am grateful to our incredible office team, members, and volunteers who dedicate their time and energy for AWAM.

I'm especially grateful for our Intern Counselors and Legal Pupils, whose contributions leave lasting impacts—both on AWAM and on the people they've supported during their time here. I'm excited for this year 2025 as AWAM celebrates its 40th anniversary. Join us in celebrating this milestone and supporting AWAM's work. Together, we can keep the spirit of advocacy alive as we move forward together.



ANDREA KOH

SPECIAL MESSAGE FROM THE CAPACITY BUILDING DIRECTOR

The year 2024 was filled with impactful events and initiatives that centered on the empowerment of women and marginalised communities. AWAM had the privilege of engaging with a diverse range of stakeholders, including our dedicated volunteers, corporate partners, civil society organisations, UN agencies, and donors. These partnerships have been instrumental in advancing our mission to promote gender equality and women's rights. Through these engagements, AWAM not only gained valuable experiences but also built the capacity of our staff, many of whom are newcomers. We forged new relationships and strengthened existing ones, ensuring that our collective efforts are rooted in solidarity and inclusivity. With the unwavering support of our donors, AWAM hosted critical awareness programs and Training of Trainers (ToT) on Gender-Based Violence (GBV) and Anti-Sexual Harassment (ASH). These initiatives have been vital in educating and empowering audiences on these crucial issues. Our expanded facilitator pool has enabled us to reach corporate partners and offer tailored programs that promote a culture of respect, inclusion, and gender equality in the workplace.

Thanks to the support of our members and council, AWAM was able to secure new funding opportunities and successfully run a 16 Days of Activism Campaign Against GBV in Media, which garnered strong backing from civil society organisations, media partners, and the public. Our programs addressing Period Poverty were well received among tertiary students and grassroots communities in Selangor, Perak and Sabah. Looking ahead to 2025, AWAM remains steadfast in its commitment to raising awareness about Gender Equality, GBV, and ASH. **Together, we will continue to challenge the systems that perpetuate inequality and work toward a future where gender justice is not just a goal, but a reality for all.**



JAYAMALAR SAMUEL

VISION, MISSION & VALUES

Vision

AWAM envisions a just, democratic, and equitable society where all persons, women especially, are treated with respect and are free from all forms of violence and discrimination.

Mission

Based on feminist principles, we seek to achieve our vision by building a movement that informs, connects and mobilises towards:

- securing women's rights and bringing about gender equality,
- building capacities for women's empowerment and social transformation; and
- supporting women in crisis.

Values

AWAM operates on the strength of a dynamic and dedicated group of members and staff who shape the direction and policies of the organisation. As a collective group of members, staff, programmes interns, intern counsellors, legal pupils and volunteers, AWAM strongly believes in having an inclusive, participatory, and empowering organisational culture.

We are guided in our work and decision making by five core values:

- Collectivism,
- Compassion and Respect,
- Courage,
- Equality and Justice,
- Integrity.



Taken at AWAM's 37th AGM, May 2024



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PUBLIC EDUCATION & TRAINING

AT A GLANCE

12

TALKS

4

TRAINING OF TRAINERS

3

WORKSHOPS

FOCUS: CORPORATE TRAININGS

*Full training list can be found in Appendix 2



SICPA MALAYSIA

AWAM conducted a 4-hour 'Safeguarding Against Sexual Harassment' workshop designed for 20 line managers, led by AWAM's founding member, Ms. Betty Yeoh. This was followed by a 1.5-hour online awareness talk on the same topic the next day, attended by approximately 90 participants.

EDUCATION MALAYSIA GLOBAL SERVICES

AWAM delivered an awareness talk on 'Safeguarding Against Sexual Harassment in the Workplace' for Education Malaysia Global Services (EMGS) as part of their HR Day initiative. The talk was well-received, generating enthusiasm and curiosity from the participants, as reflected in the numerous anonymous questions submitted during the session.



TRAINING GALLERY



FOCUS: TRAINING OF TRAINERS



ANTI-SEXUAL HARASSMENT TOT

From October 24 to 26, AWAM organised an Anti-Sexual Harassment Training of Trainers (ToT) with the dual goal of expanding AWAM's pool of trainers and deepening awareness on sexual harassment. The 2.5-day training, created a dynamic and supportive space for participants to enhance their knowledge and refine their abilities to lead impactful sessions.



GENDER-BASED VIOLENCE TRAINING OF TRAINERS (TOT)

On December 5 to 6, AWAM concluded the year with a 1.5-day Gender-Based Violence Training of Trainers (ToT), the final programme of 2024. 16 participants joined the session, which delved into critical topics such as

addressing gender-based violence in humanitarian crises and the importance of engaging men as allies. The training fostered a deeper understanding of these complex issues, equipping participants with the tools and perspectives needed to advocate for meaningful change within their communities.

FOCUS: HAID, JANGAN HIDE

Haid, Jangan Hide is a campaign dedicated to raising awareness about period poverty among young girls and women in marginalised communities. It aims to alleviate the financial burden of purchasing disposable sanitary products while promoting sustainable menstrual solutions. In the long run, the campaign strives to break cultural stigma surrounding menstruation and empower girls and women to seek the support they need for proper menstrual hygiene management.

SELANGOR

On March 13, AWAM conducted a Haid, Jangan Hide session at SRK Air Panas in Selangor. The session was attended by 162 students between the ages of 10 to 12 years old, who actively participated in the discussion. The session aimed to break the stigma surrounding menstruation by providing age-appropriate, factual information in a safe and supportive environment.



IPOH

On May 25, AWAM conducted the Haid, Jangan Hide Training of Trainers (ToT) in Ipoh for an audience of approximately 20 participants, many of whom were first-year students from Quest University. In collaboration with our sister organisation, Perak Women for Women (PWW), the training was a great success. Building on this momentum, PWW later conducted a similar workshop at a public school, reaching 40 Year 5 and Year 6 students, further amplifying the programme's impact.



SABAH- WOMEN EMPOWERMENT PROGRAMME

On August 16 and 17, AWAM joined hands with the Sabah Women's Action-Resource Group (SAWO) and the Basel Christian Church of Malaysia (BCCM) to organise a 1.5-day Women Empowerment Programme in Kota Kinabalu, Sabah. The programme featured a Training of Trainers session on menstrual health talk and a pad-sewing workshop, followed by a full-day workshop on Gender-Based Violence. Thanks to our local partner SAWO, the event brought together 20 grassroots women, many of whom traveled from rural hometowns to attend and learned about GBV for the first time. The event fostered meaningful discussions, shared experiences, and collective learning, creating a weekend of solidarity and empowerment.



FOCUS: UNIVERSITY ENGAGEMENTS



TAYLORS UNIVERSITY

On February 14, AWAM partnered with Taylor's University to host a session on 'safe dating'. The primary goal of the talk was to raise awareness about gender-based violence, with a particular focus on intimate partner violence. The session provided students with an opportunity to explore topics such as boundaries, consent, and to engage in discussions with the trainers. The 2-hour session also included activities like drawing and bracelet-making.

XIAMEN UNIVERSITY

On May 29, first-year Data Science students from Xiamen University organised an awareness event titled 'Break the Silence' as part of their community service project. AWAM conducted a 1.5-hour awareness talk on 'Safeguarding Against Sexual Harassment on Campus.' The session was led by AWAM's President, Ms. Ho Yock Lin, and saw participation from approximately 60 students.



GALLERY



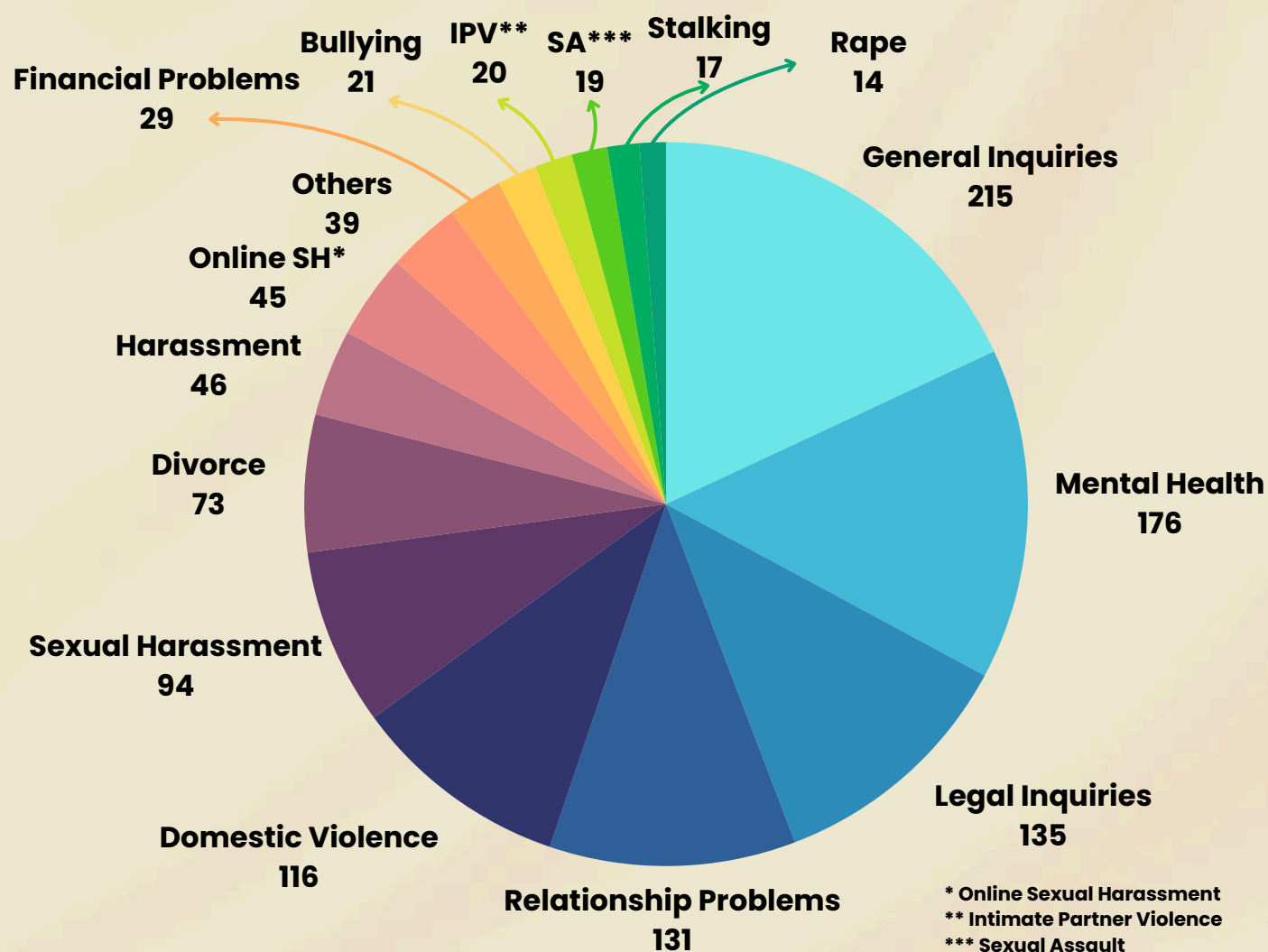


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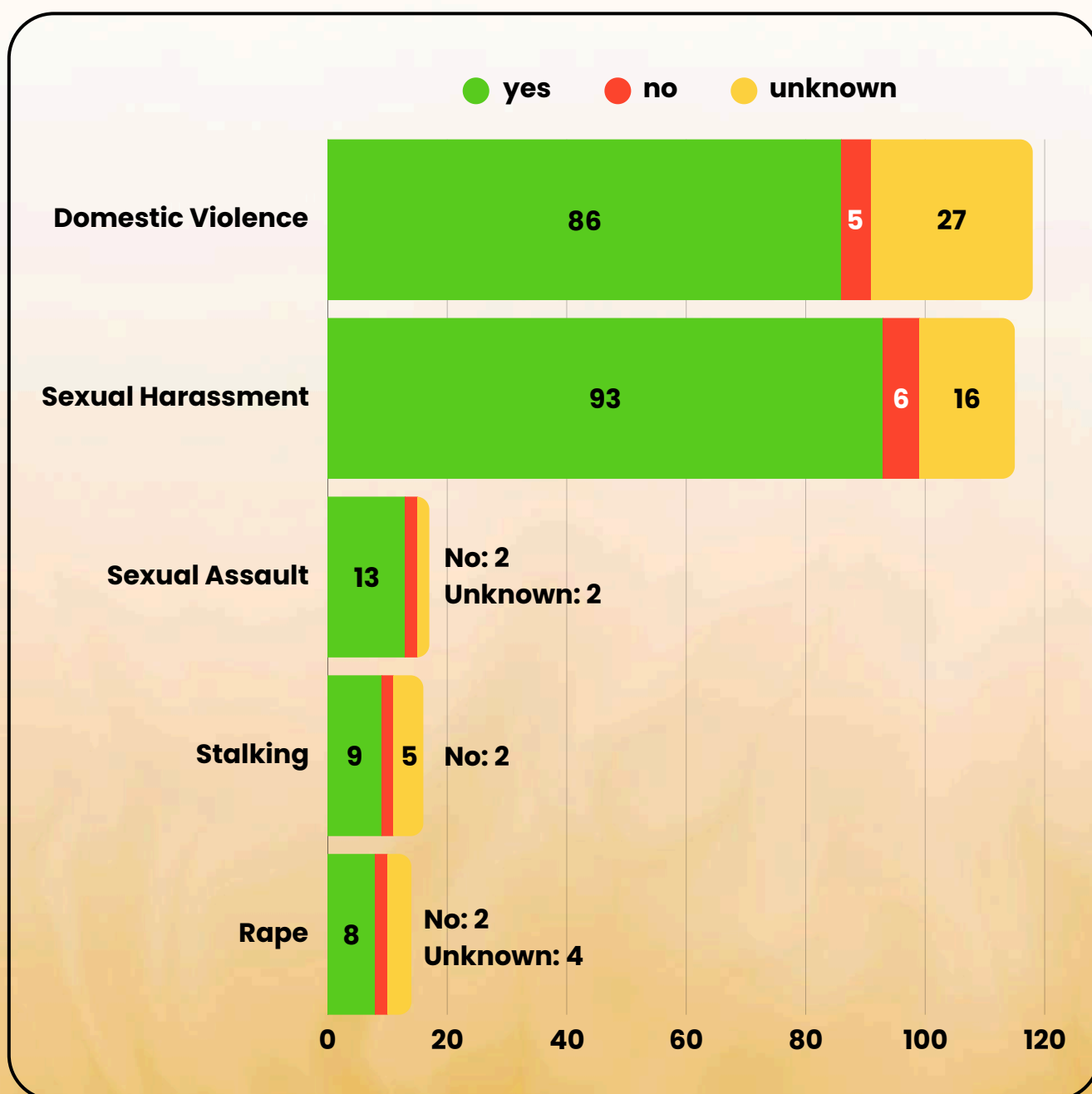
SERVICES

IN 2024, WE RECEIVED

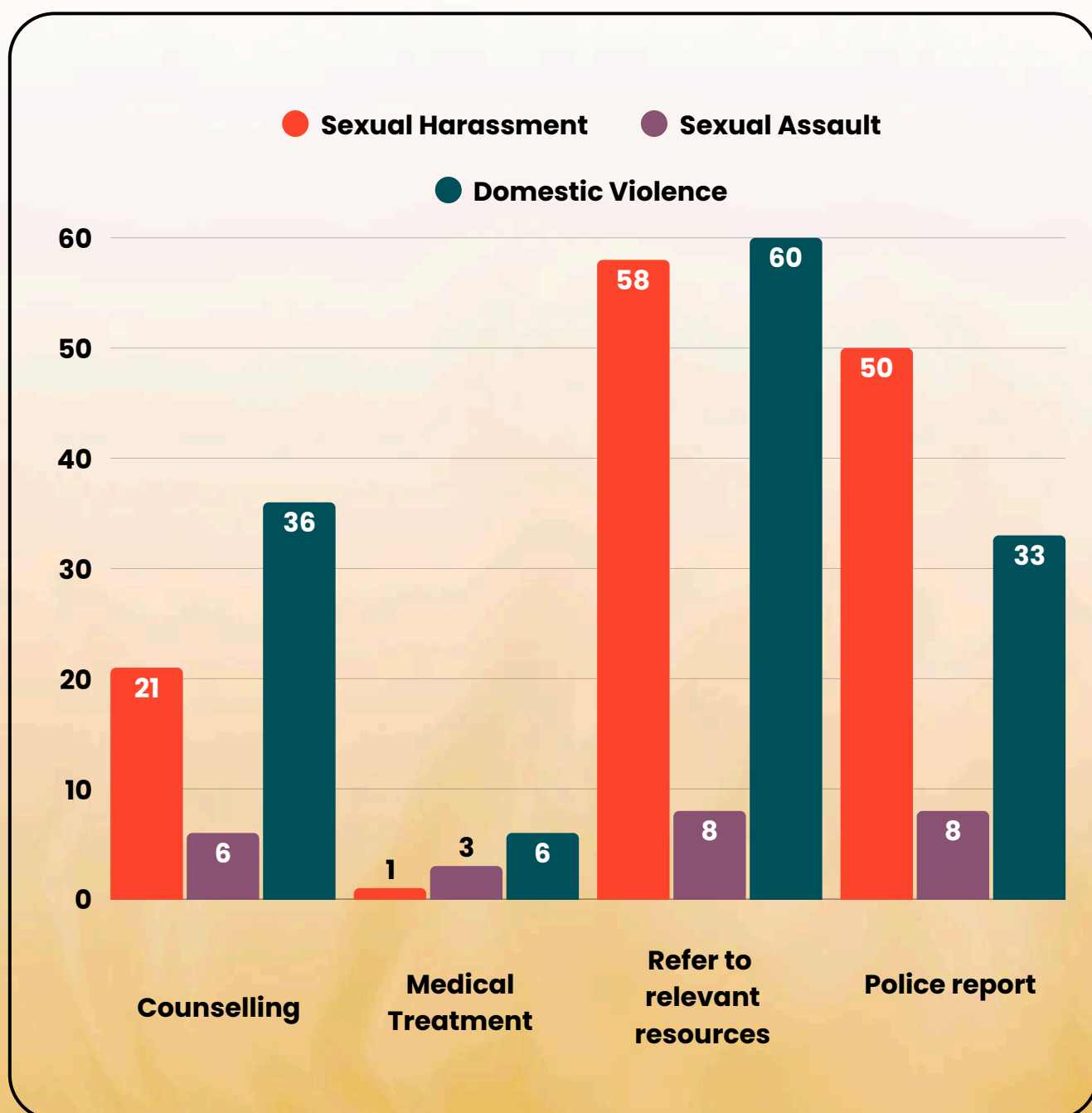
1,190 cases



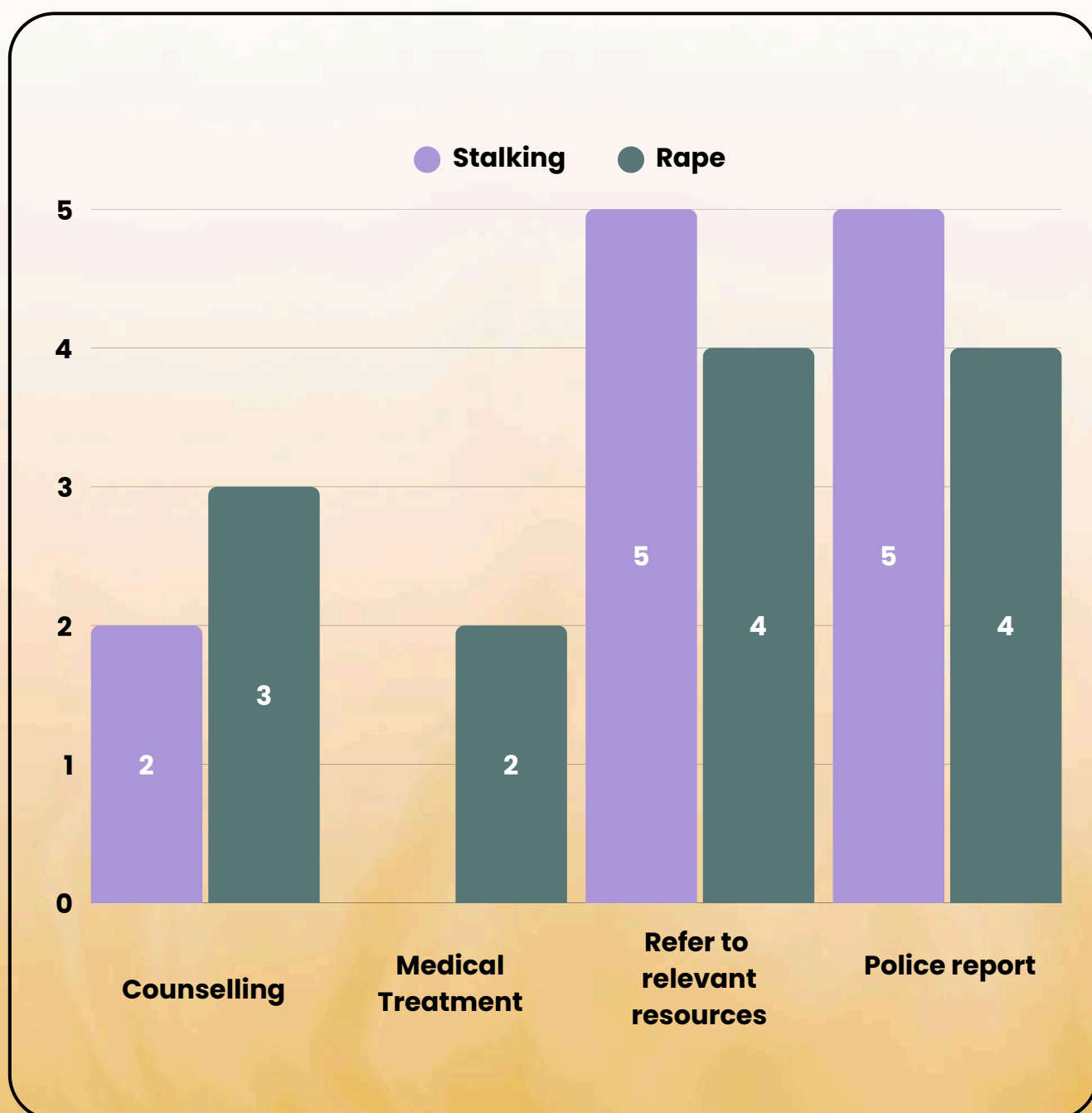
DID SURVIVORS TAKE ACTION?



WHAT ACTION DID SURVIVORS TAKE?



WHAT ACTION DID SURVIVORS TAKE?



SURVIVOR STORIES

From AWAM's Telenita Helpline

A **male survivor** from Perak reached out to AWAM for assistance regarding a case of **online sexual harassment and sextortion**. He shared that a woman he befriended on Facebook had recorded a sensitive video of him during a video call. Subsequently, the woman and her brother began blackmailing him, threatening to circulate the video on social media unless he paid them money.



Although he has already paid RM200, they continued to demand more. He also expressed difficulty understanding the reporting process and sought guidance. **AWAM provided him with contact details and instructions for reporting the incident to CyberSecurity Malaysia and advised him to lodge a police report.**



The survivor experienced **physical and mental abuse** during her former marriage. After enduring numerous challenges and instances of abuse, she eventually obtained a divorce. However, her past continued to haunt her even after the separation. She has since developed post-traumatic stress disorder (PTSD) and, despite consulting a psychiatrist, has not seen significant

improvement. **Seeking additional help, she requested counseling sessions, which AWAM arranged to provide her with mental and emotional support.**

The survivor endured abuse from her parents for two months due to a misunderstanding. Despite being 21 years old, her parents denied her the freedom to practice her chosen religion and restricted her from leaving the house. During arguments, her parents would **physically abuse her**, including beating and slapping, which caused injuries to her face, hands, and body. She wanted to file a police report but was unable to do so as she was confined. She sought advice on alternative ways to lodge a police report. **As she resides in Penang, we provided her with the contact information for the Penang Police Station and recommended she also reach out to the Women's Centre for Change (WCC)** to connect with a social worker for further assistance if she faces difficulties contacting the police directly.



SURVIVOR STORIES

From AWAM's Telenita Helpline

In late August, a survivor (a student), sought assistance after meeting a man on Tinder who introduced himself as a "sugar daddy" promising to give her a large sum of money after 6-7 meetups. The man assured her that their first meeting would involve only a casual date with no sexual intercourse. In July, during their first meeting, he initially took her to an Airbnb, but when she refused and tried to leave, he brought her to another hotel where he **raped** her. The survivor had not undergone a medical examination and expressed reluctance to file a police report, feeling that it would not change what happened. She continued to stay in contact with the perpetrator, despite him not giving her the promised money. **We suggested for her to undergo a medical examination and file a police report regardless of the timeline. Additionally, we strongly recommended that she cease all contact with the perpetrator and consider attending counseling sessions for support.**

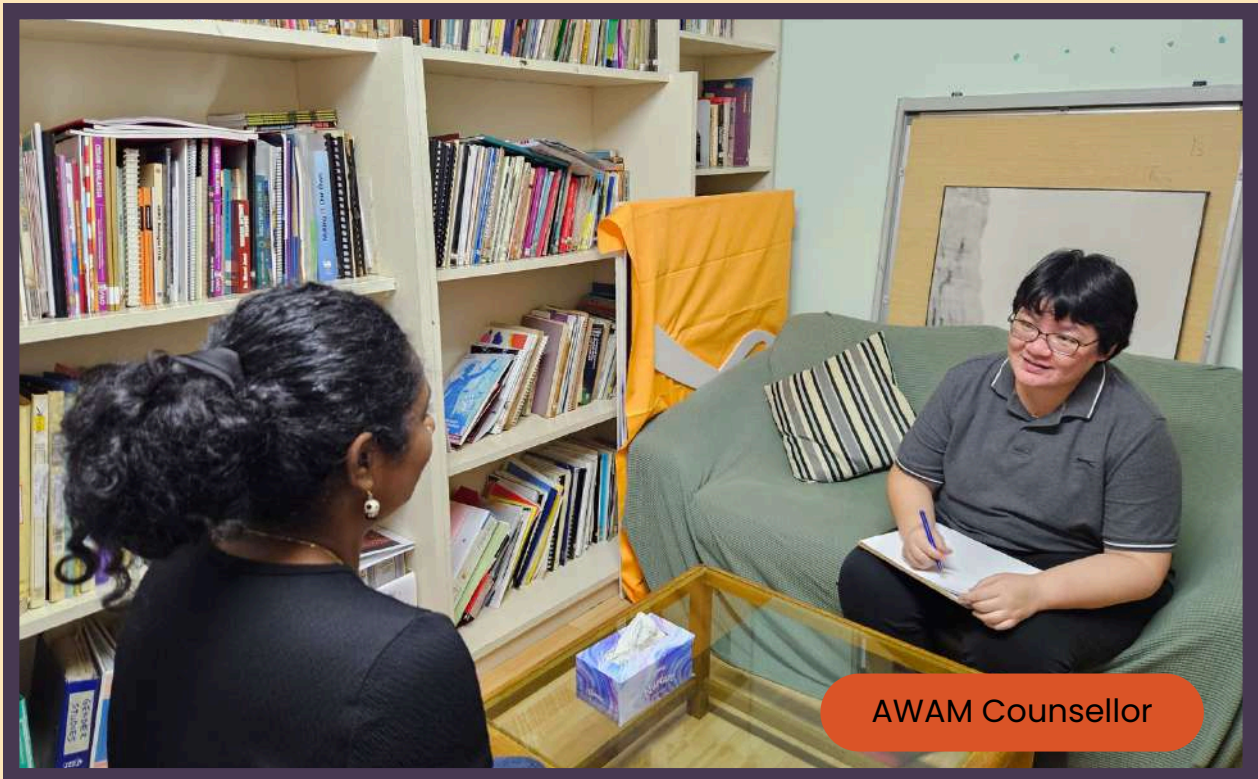


The survivor reached out to us via email, sharing that she had been **confined** in her parents' house for over six months. Her parents had **confiscated all her personal belongings, including her laptop, phone, and bank cards, leaving her completely cut off from the outside world.** This situation arose because she had fallen in love with a man of a different religion without their consent, despite being over 30 years old. Using an old laptop, she managed to contact AWAM, only able to send emails late at night when her parents and brother were asleep. She also disclosed that she was subjected to physical and verbal abuse, and her parents had withdrawn all the money from her bank account without her consent, using coercion. Initially hesitant to share her details, she repeatedly



sought assurance, explaining that she had come to AWAM as a last resort after seeking help from other NGOs, the police, and other avenues without success. After several days of email exchanges, she finally shared her information, including her current location. **Upon receiving this information, we immediately contacted IPD Perak to check on her situation. They acted swiftly, rescuing her from the house. She has since sought refuge in a friend's home and is now safe from her family.**

COUNSELLING SERVICES



AWAM Counsellor

AWAM offers **free counseling services** to survivors, particularly those impacted by gender-based violence and its associated mental health effects. These services are conducted by intern counsellors who are pursuing their Master's degree in counselling.

In 2024, a total of **nine intern counsellors** were appointed at different times to provide these services, with some continuing their internships into the following year. Before beginning their internships, the counsellors undergo a comprehensive briefing session that includes specialised training on handling and providing support to survivors of gender-based violence.

COLLABORATION: LEGAL AID CENTRE (LAC)



We extend our sincere gratitude to the **Malaysia Bar Council** for sending legal pupils to non-governmental organisations, such as the All Women's Action Society (AWAM), for an enriching practical experience for future legal professionals. This exposure not only broadens their understanding of the legal challenges faced by various communities but also instils a sense of social responsibility and empathy towards societal issues. By partnering with organisations committed to women's rights and social justice, the Bar Council is nurturing a new generation of lawyers who are not only skilled in the law but are also motivated by the desire to contribute positively to society. This forward-thinking approach is likely to have a lasting impact on the legal landscape of Malaysia, fostering a culture of pro-bono work and advocacy for the underrepresented.

PARTNERSHIP: MALAYSIAN ASSOCIATION OF SOCIAL WORKERS

In 2024, AWAM renewed its **Memorandum of Understanding with the Malaysian Association of Social Workers (MASW)**.

Established in 1974, MASW is a professional organisation dedicated to setting standards of competence in social work practice, education, and research to ensure the delivery of effective and efficient social services for the wellbeing of the community. Through this collaboration, AWAM and MASW aim to develop, support, and enhance the Telenita Helpline by engaging volunteer social workers in Malaysia and offering training opportunities that benefit both parties. Throughout the year, AWAM participated in various events and training sessions organised by MASW to strengthen its expertise in

addressing gender-based violence and to advocate for the importance of the Social Work Bill in Malaysia. MASW also provided crisis management training to a batch of legal pupils as part of their internal training, equipping participants with skills to assess the risk levels of survivors and provide appropriate assistance.



OUTREACH PROGRAMME

The **'Program Mengukuhkan Ikatan Keluarga'** focus group discussion was held on August 4 at the Community Care Activity Center, Block 4 Desa Mentari. It was organised by AWAM in collaboration with Kumpulan Komuniti Prihatin.



The session encouraged participants to share their views on domestic violence, mental health, and what happy and healthy family relationships look like. AWAM used this opportunity to gauge the community's interest in free counselling sessions and legal resources, as well as identifying any challenges and necessary support services.





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ADVOCACY

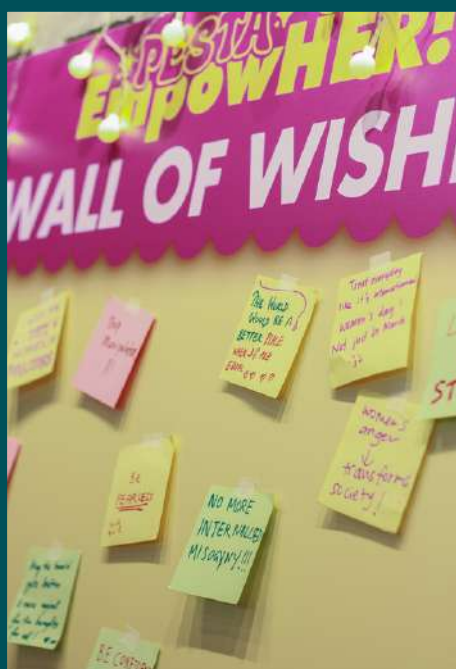
Pesta EmpowHER!, held on March 16, at Sandbox, Sunway, celebrated International Women's Day with a vibrant showcase of entrepreneurs' creativity, featuring crafts, flowers, and books. The event was officiated by Ho Yock Lin (AWAM), Maizatul Syuhada (Sandbox), and Leandro Luis S. Manantan (Philippine Embassy). NGOs such as AWAM and Seek to Speak provided resources, including Telenita's free on-site counselling and legal information.



FOCUS PESTA EMPOWHER!



Highlights include Sembang EmpowHER, a collaborative panel between AWAM, Seed Foundation Malaysia, RRAAM, and Seek to Speak, addressing GBV through personal stories and expert insight. Attendees also enjoyed open mic performances and inspiring sessions by entrepreneurs like Dayana Reza (Nyonya Kain) and Narmatha Shanmugam (Amachi's Palagaram), who shared business tips and self-care strategies.



With grants supported by the Ministry of Human Resources Malaysia, AWAM organised the forum **'Breaking Barriers: Stories from Women in Work'** on May 4. It aimed to spark conversations about the struggles and discrimination women experience in the workplace, as well as strategies to combat these challenges.



FOCUS MAY DAY FORUM



We heard from five women: Tehmina Kaoosji (Broadcast Journalist); Retta Rita Reddy (UN Gender Consultant); Sheila Singam (People Development Consultant); Datin Lorela Chia (Malaysian Association of Sustainable Supply Chain and Innovation President); and Brenda Rangithan (KL Bar Gender Equality and Diversity Committee Co-chair). The panelists shared stories of workplace harassment, being working mothers, and suggestions for gender equitable policies that resonated with over 60 attendees that day.



Sembang Feminis is a safe space for open conversation, exploration, and community. It's where pop culture and current affairs meet feminism. This year, our interns collaboratively led two Sembang Feminis sessions, gathering AWAM members and the general public to talk about **rape culture** and the rising issue of **femicide**. Participants were led through key concepts and statistics, as well as activities and lively discussions that challenged them to reflect on their own experiences. The interns also used social media to raise awareness about these issues to resounding success, garnering over 1,800 likes.



FOCUS SEMBANG FEMINIS



October 2024 was a particularly jam-packed month at AWAM, leveraging our strategic partnerships with TikTok, Watsons, KOA Fitness, and Kini Events to host various community events and awareness sessions. Through **TikTok's #ThinkTwice campaign**, we addressed online bullying and promoted kinder online spaces. We also participated in a livestream on 'Staying Positive as Creators.' At **Kini Events' Mind Matters Rally**, we shared insights on the impact bullying has on youth.



FOCUS PARTNERSHIPS



We organised a booth and delivered a talk on staying safe in public spaces to over 30 women at **KOA Fitness**. We even got to join in on the fun and learnt some fundamental self-defense techniques. Lastly, AWAM and **Watsons** held anaemia screenings and mental health sharings in SS2, attended by Country Manager of P&G Malaysia and Singapore Nantha Kumaran Kalimuthu, Head of Trading for Watsons Malaysia Carrol Tan, and Kampung Tunku ADUN Lim Yi Wei. Watsons also kindly donated RM10,000 to AWAM.

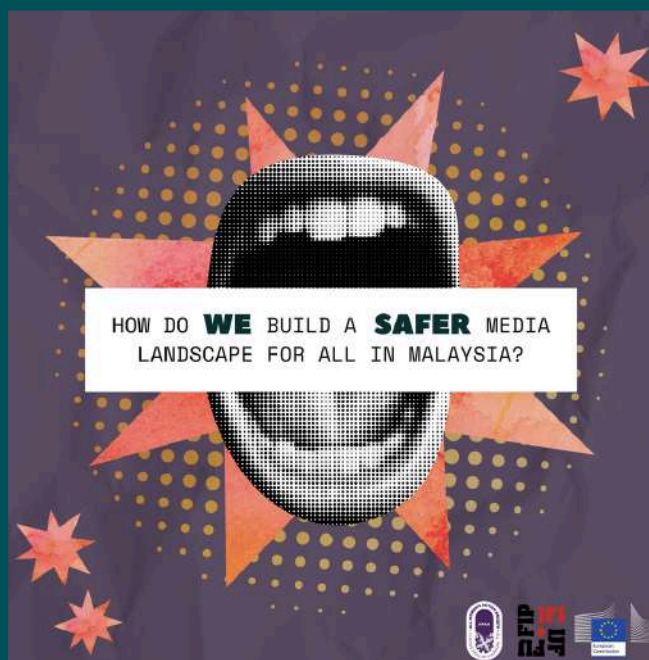


16 Days of Activism is a global campaign dedicated to the prevention and elimination of gender-based violence, which is any harm perpetrated against a person or group of people because of their gender. Each year, the campaign begins on 25 November and ends on 10 December. In 2024, AWAM with support from the International Federation of Journalists (IFJ) and the European Commission (EC), launched **'#MediaToo: Untold Stories of Gender-Based Violence'** in conjunction with 16 Days of Activism.



FOCUS

16 DAYS OF ACTIVISM



Through an engaging social media campaign, featuring insights from prominent journalists, AWAM highlighted the prevalence of gender-based violence in the media industry and the importance of gender-sensitive reporting. This solutions-based advocacy resonated with many people, with one video amassing over **37,000 views** on Instagram. To work towards a safer and more accountable media landscape in Malaysia, AWAM also launched a national survey targeted at media practitioners in the country, where the results will be used to create a media toolkit.



36%

of women working in Malaysian media
were sexually harassed

(the highest amongst five
Southeast Asian countries)



AWAM continued to feature local feminists in our series '**Feminist of the Month**.' By spotlighting local advocates of gender equity, we amplify the message that feminism is not a foreign concept but an integral part Malaysian society. We also interviewed trans, young, and Bornean women, highlighting the fact that feminism is intersectional. Working closely with the Services and **Telenita Helpline** team, we published statistics on the types of GBV cases AWAM handled each month.



FOCUS SOCIAL MEDIA

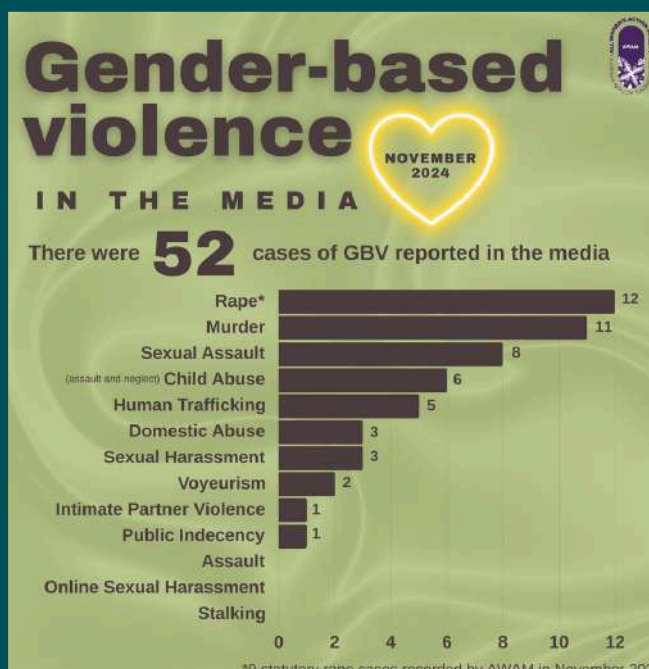
Feminist of the Month

November 24

Dian Ahmad

"Transgender people have always been here, contributing to society and enriching cultures throughout history."
(In a comment to AWAM)

We also shared longer posts addressing specific types of GBV, the related laws, and how it impacts individuals, families, and communities. Continuing our **media monitoring** efforts, we paid close attention to how gender-based violence is reported in the news. Each month, we tabulated the data to reveal types of GBV, number of survivors, perpetrator-survivor relationship, and recommendations on how to tackle the most pressing forms of GBV.



ONLINE GENDER-BASED VIOLENCE:

NON-CONSENSUAL SHARING OF INTIMATE PHOTOS/VIDEOS





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MEDIA OUTREACH

AT A GLANCE

138



NEWS ARTICLES,
FEATURES, & BLOG POSTS

8



RADIO APPEARANCES
& SOUND BYTES

4



TV APPEARANCES

3



PODCAST EPISODES

1



PRESS STATEMENT

AWAM IN THE NEWS

103

MENTIONS OF AWAM, OUR
SERVICES, OR AREAS OF
WORK

AWAM ON RADIO, PODCAST, AND TV

Radio

1. **BFM Evening Edition, 8 March:** 'IWD 2024: Inspirational Journeys'
2. **Era FM, 8 March:** Live show on Domestic Violence
3. **BFM, 16 April:** Sound byte on KPWKM's proposed E-filing system
4. **BFM Top 5 at 5, 30 July:** 'When Bullying Turns Deadly'
[Segment: Designated stadium seats in Terengganu]
5. **BFM Top 5 at 5, 16 August:** 'More Moolah for Civil Servants'
[Segment: Fines for entering women's-only coaches]
6. **BFM, 9 September:** Sound byte on Budget 2025
7. **BFM, 29 November:** Sound byte on findings from Telenita Quarter 3 Report
8. **BFM Top at 5, 16 December:** 'Is Tengku Zafrul Joining PKR'
[Segment: Cop gets exposed for lewd actions]

Podcast

1. **BFM Live and Learn, 23 January:** 'Malaysia's First Anti-Stalking Trial'
2. **BFM 财今, 7 March:** '婦女節特輯: AWAM為大馬女性爭取權益! 大馬性別平權還需「加速推進」FEAT.何玉苓'
3. **BFM Good Things, 8 March:** 'A 40-Year Journey in Women's Rights Activism and The Women That Inspired Her'

TV

1. **Astro Vinmeen, 17 April:**
Live show on Anti-Sexual Harassment
2. **Astro Vinmeen, 5 June:**
Live show on Domestic Violence
3. **Astro Vinmeen, 3 July:**
Live show on Healthy Relationships
4. **AWANI Pagi, 19 December:** 'Gangguan seksual oleh polis? Di mana harapan mangsa?'



AWAM ON SOCIAL MEDIA



**15,232
followers**



**1,385
likes**



**8,492
followers**



**1,943
likes**



**667
followers**



**425
likes**



**10,049
followers**



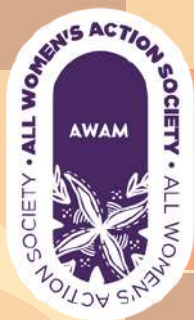
**19,065
likes**



**16,600+
followers**



**6,219
likes**



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EXTERNAL ENGAGEMENTS

AWAM hosted the Asia Pacific Forum on Women, Law and Development's (APWLD) regional gender and politics level one training. It focused on strengthening participatory democracy and creating the next generation of women in political leadership equipped to challenge growing authoritarianism, fundamentalism, and misogyny in structures of governance.



APWLD: GENDER & POLITICS LEVEL ONE TRAINING



Two of AWAM's staff, Jin and Pavitra, attended the training as observers and here's what they had to share:

"The five-day intensive training covered many topics that overlap with AWAM's work, including gender & women in politics, as well as communication advocacy. As a Programme Officer (Jin), the training provided tremendous opportunities for me to learn and observe APWLD's facilitation process; knowledge which I can bring to subsequent implementations of AWAM's own training programmes and workshops."

The Asia Pacific Feminist Forum (APFF), organised by Asia Pacific Forum on Women, Law and Development's (APWLD), is a tri-annual, three-day event bringing together feminists, activists, and Women Human Rights Defenders (WHRDs) from across Asia and the Pacific. Under the theme, **'Feminist World-Building: Creative Energies, Collective Journeys,'** the fourth APFF focused on sharing experiences and building a roadmap towards a feminist world.



APWLD: ASIA PACIFIC FEMINIST FORUM (APFF)



The forum provided AWAM a valuable platform to connect with feminists, discuss the successes and challenges of working towards gender equity in Malaysia, and observe how individuals of various backgrounds and (dis)abilities could equally participate across plenary, workshop, and solidarity sessions.

In addition, AWAM was selected to be part of APWLD's Regional Council (2024-2027). The new Regional Council members represent diverse feminist and women's rights movements, including women living in rural areas, migration, workers/unions, youth, LBTQI+ and women with disability among others, from 20 countries and territories.



The Malaysia Urban Forum (MUF) is a national-level forum that provides an inclusive platform for all stakeholders to share ideas, and solutions towards urban development in Malaysia. This year's theme of **"My City, My Home,"** served as a reminder that the success of our cities is intrinsically linked to how actively we participate in community.

AWAM was proud to be a partner for this year's MUF which looked to foster a sense of ownership and responsibility towards our urban environments.



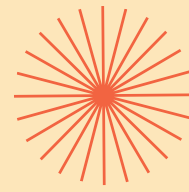
MALAYSIA URBAN FORUM



AWAM also supported the facilitation of the Women's Assembly, which focused on how empowered women can play a crucial role in shaping their cities to become safer for everyone. This empowerment creates a cycle: as cities become safer, women gain greater confidence and agency, which further strengthens their ability to influence urban development.



AWAM paid a courtesy visit to the D11 unit which is the Sexual, Women, and Child Investigations Division of Polis Diraja Malaysia (PDRM). Five members of D11 joined as part of the visit ranging from the Sexual Crime Unit, Domestic Violence Unit, and the Children Investigation unit. We had an engaging discussion where representatives of D11 showed interest in attending and receiving gender-sensitivity training from AWAM.



COURTESY VISIT TO D11 (PDRM)



In the same meeting, D11 provided advice to the Services Team such as the best way to follow up with a case or what avenues for protection are available to survivors. At the end of the session, they gave AWAM a tour of the centre which was well-equipped. The AWAM team were exposed to how children's statements are recorded for court cases and the facilities available to make it as conducive and welcoming for children.



The Joint Action Group for Gender Equality (JAG) is a coalition of organisations working on gender equality and women's rights in Malaysia with a strong history of activism and advocacy for gender equality since the 1980s. JAG consists of 15 organisations, with Autism Inclusiveness Direct Action Group (AIDA) as the latest admittance by the end of the Strategic Retreat. A one-and-a-half-day Strategic Retreat was held from 31 August to 1 September 2024 at Crystal Crown Hotel, Petaling Jaya.

JOINT ACTION GROUP FOR GENDER EQUALITY STRATEGIC RETREAT



The purpose of the retreat was to reflect on JAG's journey as a coalition and to assess the member organisations' current realities; map out actions in priority issues for joint advocacy; and enhance solidarity, support and sisterhood within JAG. A total of seven sessions were held over the course of the event. The retreat was attended by 31 members from 12 organisations across Malaysia, including five council members, members, and staff from AWAM.

(Text partly written by JAG Strategic Retreat Rapporteur Tan Dee May)



In October, the Bar Council Women's Rights Committee invited AWAM to be a panelist at their talk, **'S.A.V. Me: Stop All Violence, Make It End,'** addressing domestic violence and sexual harassment against women in the digital age. After opening remarks, there were two panels organised, one unpacking the spectrum of domestic violence, and another discussing how to end violence against women in the digital age.

S.A.V ME: STOP ALL VIOLENCE, MAKE IT END TALK (BAR COUNCIL WOMEN'S RIGHTS COMMITTEE)



AWAM's Capacity Building Director, Jayamalar Samuel, joined Dr Bahma A Sivasubramaniam (Specialist at the Faculty of Management, Multimedia University), Sharmila Ravindran (Managing Partner, Ravindran Advocates & Solicitor), Selvamalar Alagaratnam (Partner, Skrine), and Nur Sabrina Ahmad Gholib (Federal Counsel, Tribunal for Anti-Sexual Harassment) to share AWAM's insights and expertise on femicide in the second panel. Jaya used research and statistics to expound how femicide was an extreme form of gender-based violence, emphasising that there needs to be a law tackling femicide in Malaysia. The dynamic panels were well-received, with over 30 legal pupils and lawyers interacting with the sessions.



On August 19, during the **Women Empowerment Programme** carried out in Sabah, AWAM's Public Education and Training (PET) team paid a courtesy visit to two organisations, Society for Equality, Respect and Trust for All Sabah (SERATA) and Good Shepherd Services in Kota Kinabalu, Sabah. At SERATA, the team were welcomed by Jennifer (Project Officer) and Mahsuri (Honorary Secretary), who briefed AWAM on their core programmes, including their Gender Sensitisation and Intercultural Awareness Trainings targeted at both sexes.

COURTESY VISIT TO SERATA & GOOD SHEPHERD SERVICES

Good Shepherd Services



At Good Shepherd Services, the AWAM team met with Dr Janie Liew (Executive Director), Sr Jossie Sili (Sr Manager), Leanne Hong (Sr Manager), and Imelda George (Centre Manager), who were keen to learn how AWAM manages challenges commonly faced by civil society organisations. During their visit, the AWAM team also learnt about Good Shepherd Services' shelter for domestic violence survivors and viewed some of the food products sold by women they work with from rural areas. The team were grateful for the warm hospitality and look forward to future collaborations with both organisations.

SERATA



AWAM was invited by the students of Universiti Malaya's (UM) Law Faculty to host a booth and participate in a forum on gender discrimination in the workplace alongside lawyer Honey Tan. It was a lively day with the dynamic booths by AWAM, BAC Women's Legal Rights Club, Women of Will, and MRA Siswa generating a lot of buzz.

TO GIRLS FOR GIRLS FORUM (UNIVERSITI MALAYA)

AWAM Booth



There were over 70 students and faculty who attended the forum. They were incredibly engaged and asked questions relating to gender biases, the Tribunal for Anti-Sexual Harassment (TAGS), and how certain laws came to be. It was an invigorating discussion drawing from both legal and social perspectives.

AWAM's Senior Advocacy
Officer, Amanda





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FUNDRAISING

AWAM's White Ribbon Campaign, which launched with a series of panels and awareness sessions in 2023, culminated in a remarkable event with the White Ribbon Run on January 14, at Padang Merbok, Kuala Lumpur. Over **1,000** participants gathered to champion ending gender-based violence, demonstrating shared commitment to creating a safer, more inclusive society. The series of events highlighted the growing momentum for change and reaffirmed AWAM's commitment to its vision of a society free from violence and discrimination.



WHITE RIBBON RUN



It was officiated by Robert Bissett, Political Counselor to the High Commission of Canada in Malaysia, Tengku Aira Tengku Razif, Assistant Representative to the United Nations Population Fund, Maria Chin Abdullah, Ex-Member of Parliament for Petaling Jaya, the campaign's four male ambassadors, and youth. With the overwhelming support from participants, partners, and volunteers, AWAM managed to raise a sum of RM27,696.





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FINANCES

AT A GLANCE

Total income for 2024:
RM258,052.00

Grant Income
RM97,965.00 (38%)

Donation Received
RM93,978.00 (36.4%)

Fundraising
RM27,696.00 (10.7%)

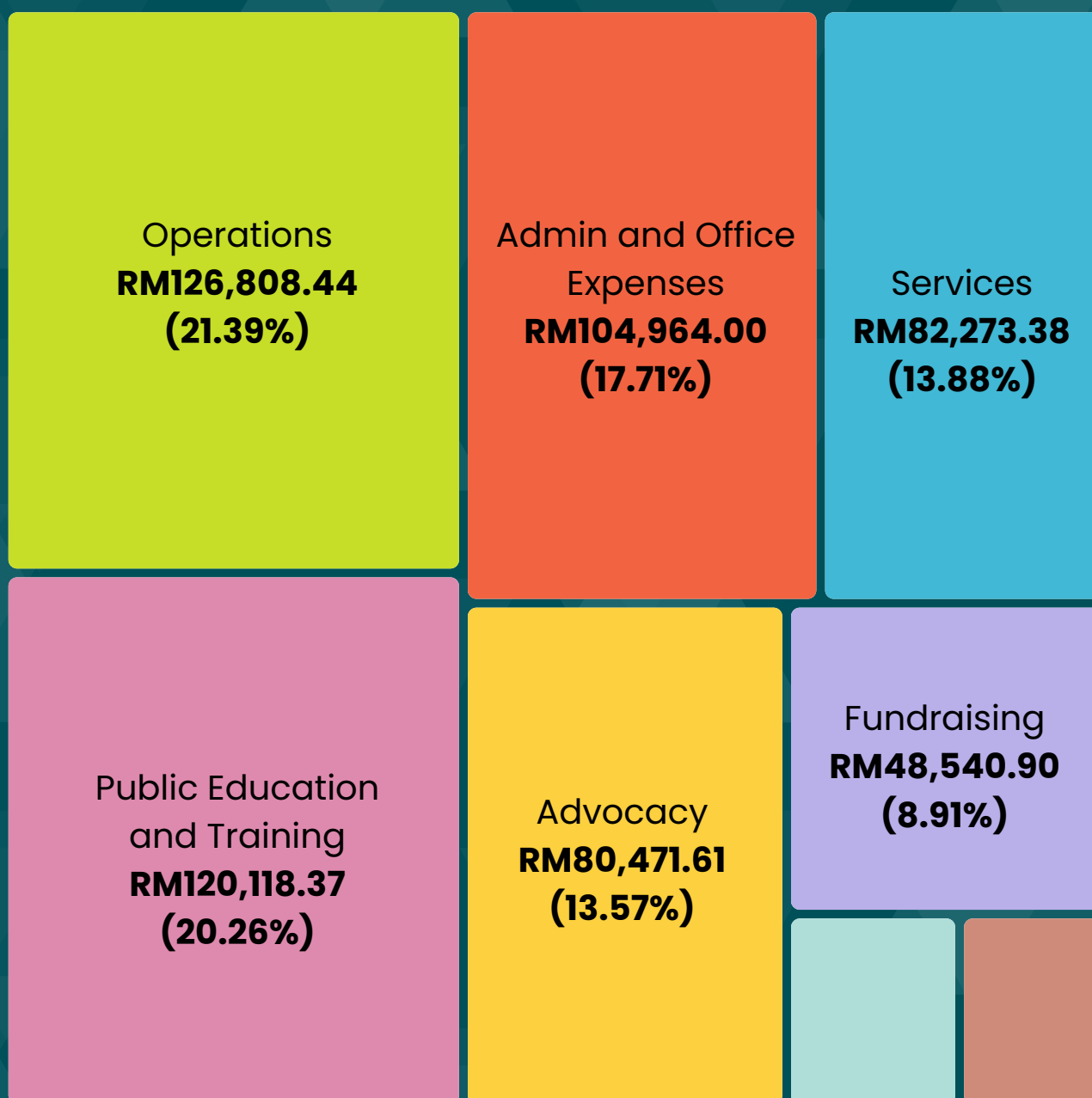
Training
Fees
**RM18,290.00
(7.1%)**

Fixed
deposit
interest
**RM15,108.00
(5.9%)**

- Miscellaneous income- **RM2,295.00 (0.9%)**
- Membership Subscription- **RM1,380.00 (0.5%)**
- Merchandise Sales- **RM1,340.00 (0.5%)**

AT A GLANCE

Total expenses for 2024:
RM592,823.00



● Welfare and Staff Development - **RM16,322.00 (2.75%)**

● Membership Development - **RM13,324.30 (2.25%)**



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OUR FUNDERS AND DONORS

**THANK YOU TO OUR
FUNDERS AND DONORS!**

GRANTS IN 2024

1. Entrust 21
2. International Federation of Journalists (IFJ)
and the European Commission (EC)
3. Women Fund Asia (WFA)
4. Women Learning Partnership (WLP)



DONATIONS FROM FOUNDATIONS, INSTITUTIONS, AND COMPANIES

1. Anne Leong Li Yen Kym Holdings
2. DAMA Asia Productions
3. Girls for Girls
4. KOA Fitness
5. National Institute of Occupational Safety
6. Percent Intelligent
7. Procter & Gamble Malaysia and Watsons Malaysia
8. Thiam Lai Yean Foundation
9. Wise Pyrnt S Malaysia Sdn. Bhd

DONATIONS FROM INDIVIDUALS

1. Chuah Puay Hong
2. Harcharn Kaur D/O Gurdial Singh
3. Late Lee Chun
4. Liew Yien Phin
5. Lim Cheok Peng
6. Sau Yin
7. Suraya Bt Zainudin
8. Wong Tk

Thank you for your continued support of AWAM's vision to foster a more just and equitable world. We sincerely apologise for any oversight in the listing of names.



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PEOPLE OF AWAM

PEOPLE OF AWAM

OUR COUNCIL**HO YOCK LIN***President***KHAIRIAH ABDUL MALIK***Deputy President***ANDREA EMMANUEL KOH***Honorary Secretary***WONG PECK LIN***Honorary Treasurer***KONG HWEI ZHEN***Ordinary Council Member***TAN YUAN LING***Ordinary Council Member***JAYSHINIE***Ordinary Council Member***FORMER COUNCIL MEMBERS**Council members

- **Dr. Ng May Yee**, Deputy President
(April 2024 – July 2024)

Ordinary council members

- **Dr. Lai Suat Yan**
(April 2024 – June 2024)
- **Fauziah binti Abu Bakar**
(August 2024 – October 2024)



PEOPLE OF AWAM

OUR OFFICE TEAM

**JAYAMALAR
SAMUEL**

*Capacity Building
Director*



**AMANDA
SHWEETA LOUIS**

*Senior Advocacy
Officer*



**PAVITRA
MUNIANDY**

Services Officer



**NITYA NANTHINY
A/P KRISHNAN**

*Admin and
Operations Officer*



HUANG JIN QIU

Programme Officer



**SANGGEETA
SURIYA KUMAR**

*Assistant
Programme Officer*



**ALYSSA PONG
LE ANN**

*Assistant
Advocacy Officer*

FORMER STAFF

- **Kok Lee Lian**, Senior Programme Manager (June 2019 – March 2024)
- **Lochna Chandran Menon**, Senior Admin and Operations Manager (February 2023 – June 2024)
- **Dhivyasri**, Programme Officer (March 2023 – June 2024)
- **Nurul Nazihah Asyran binti Md Rosidi**, Assistant Admin Officer (December 2023 – July 2023)



PEOPLE OF AWAM

PROGRAMME INTERNS

- Ke Xin Bee
- Heng Rou Pin
- Wong Shi Yun
- Amira Farhana binti Shaiful Azuar
- Kay Lim Ka Yoong
- Cassandra Chan Sing Ying



PEOPLE OF AWAM

TELENITA HELPLINE TEAM

LEGAL PUPILS

BATCH 117/73

- Ng Choong Qi
- Low Wen Yi
- Goh Jin Ling
- Ee Gen You
- Kaushalyaa A/P Jayakumaran
- Cheong Chien Yun
- Nur Suhada binti Mohamad Sapri
- Nurul Aqilah binti Mat Annuar
- Shahida Elisha binti Mohd Sharom
- Tok Hong Chen

BATCH 119/75

- Chin Kar Hui
- Mohamed Hamzah Khatri bin Mohamed Haniff
- Nurul Izyani binti Abdul Halim
- Raguvarma A/L Krishnamuthi
- Loong Jiehting
- Felicia Wong Xinyi
- Harishdeep Singh A/L Pradeep Singh
- Muhammad Asraf bin Nazeri
- Tain Teng
- Wong Ke Ying

BATCH 118/74

- Asma' Kamila binti Hussein Kamal
- Kho Yan Yee
- Nurfarahin binti Zainal Abidin
- Cheng Hui Ying
- Ooi Yi Jie
- Ahmad Kamil bin Mohd Sorihan
- Goay Kah Kah
- Lim Si Jie
- Danusha A/P K Annamalai Ramu
- Abigail Lai Lee Wen

BATCH 120/76

- Wong Teng Lik
- Sophie Soh Chiaw Ling
- Rohan Singh Sidhu
- Muhammad Akmal Imran bin Kamarul Zaman
- Muhammad Irsyad Ijlal bin Abd Khalid
- Komalah A/P Subramaniam
- Nur Aliessa binti Mohd Azizuddin
- Nur Nadhirah Afiqah binti Sahabudin
- Ong Zhi Qian
- Siti Hanim binti Salehuddin

PEOPLE OF AWAM

TELENITA HELPLINE TEAM

INTERN COUNSELLORS

- Jayshinie Vasigaran (22 September 2023 – 31 May 2024)
- Toh Poay Ling (23 November 2023 – 31 May 2024)
- Gan Siew Li (1 March 2024 – 30 June 2024)
- Danielle Fay Sebangkit (11 March 2024 – 31 August 2024)
- Theva Sena Karuppiah (10 June 2024 – 19 September 2024)
- Yoshala Samoly Dewi (10 June 2024 – 11 October 2024)
- Tang Jing Xian (10 June 2024 – 30 November 2024)
- Kate Lim (October 2024 – Present)
- Shu Ming Tan (October 2024 – Present)

VOLUNTEER COUNSELLOR

- Jayshinie Vasigaran (17 October 2024 – 31 January 2025)

SERVICES INTERN

- Kay Lim Ka Yoong (10 June 2024 – 30 August 2024)



PEOPLE OF AWAM

VOLUNTEERS

- Aireen binti Mohd Nazri
- Eliane Chong Yuet Lian
- Fahmidah Ulfah binti Mukatam
- Farah Erina binti Razali
- Goyathry Loganathan
- Hong Sok Yen
- Iman binti Abdul Aziz
- Iskandar Shah
- Jayshinie A/P Vasigaran
- Jessie Chan Poay See
- Khairun Nisa' binti Mohd Osman
- Lisa
- Nabilah Daud
- Nur Syairah Jamaludin
- Ng See Wei
- Noor Aishah binti Othman
- Noor Shifa binti Hameed
- Nur Amalena binti Ibrahim
- Nurin Izzati binti Zaharudin
- Punitha Letchumanan
- Rashvenah Naidu A/P Chenchi Rao
- Shahida binti Mohd Salleh
- Siti Aesha binti Mohd Asri
- Siti Nur Izzah binti Mohd Mumtaz
- Siti Nur Marhamah binti Zainuddin
- Suganthy A/P Kumar
- Tan Jun Hang (Gabriel)
- Tan Ken Ee
- Yin Sau May



PEOPLE OF AWAM

MEMBERS

- Aini Ling Juh Chin
- Amanda Kong @ Kong Hwei Zhen
- Amrithsahib Kaur Sandhu
- Andrea Emmanuel Koh
- Audrena Sany Albert
- Devika A/P Mohana Raja Segaran @ Munusamy
- Chia Ling Eng
- Chong Sue Hwa
- Fauziah binti Abu Bakar
- Ho Wai Ling
- Ho Yock Lin
- Hue Vern Chie (Joyce)
- Jean Lim Ai Choo
- Judith Koh @ Loh Foong Lin
- Khairiah binti Abdul Malik
- Kwa Chai Hoon
- Lai Suat Yan
- Lee Leng Leng (Madelyn)
- Liena Chin Oay Oay
- Mary Suma Cardosa
- Natasha Franklin (Tasha)
- Ng May Yee
- Sofia Lim Siu Ching
- Soo Mei Wah
- Subatra Jayaraj
- Suzie Cheng Yoke Chang
- Syarifatul Adibah Mohammad Jodi (Adib)
- Tan Chia Ee (Jernell)
- Tan Yuan Ling (Robin)
- Trina Marie Hew Kar Yan
- Valerie Jacques
- Wong Peck Lin
- Wong Yut Lin
- Yeoh Siew Peng (Betty)



PEOPLE OF AWAM

ASSOCIATE MEMBERS

- Cecilia Ng Choon Sim
- Muzaffar Syah Mallow
- Tan Swee Poh
- Tay Jon Jon
- Wan Jo Yi





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APPENDICES

APPENDIX 1

AWAM'S PET EVENTS

TRAININGS (TALKS & WORKSHOPS)

- **6 March, KYM Holdings:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **3 April, Impact Integrated:** 'Safe and Professional Workplace (SH)'
- **7 May, Apex Pharmacy Marketing Sdn Bhd:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **16 May, Siemens Energy:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **29 May, Xiamen University Malaysia:** 'Safeguarding Against Sexual Harassment on Campus'
- **3 July, SICPA:** 'Safeguarding Against Sexual Harassment at the Workplace' Workshop
- **4 July, SICPA:** 'Safeguarding Against Sexual Harassment at the Workplace' Talk
- **5 July, Clazroom:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **8 August, Education Malaysia Global Services:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **21 August, BASF Chemical Petronas:** 'Rise Up Against Domestic Violence'
- **4 September, Siemens Energy:** 'Anti-Workplace Bullying'
- **13 November, Apex Equity:** 'Safeguarding Against Sexual Harassment at the Workplace'
- **27 November, Skyline Luge:** 'Safeguarding Against Sexual Harassment at the Workplace'

APPENDIX 1 continued

AWAM'S PET EVENTS

PROGRAMMES UNDER FUNDS

- **25 May, Funded by Maybank in collaboration with Perak Women for Women (PWW):** 'Haid, Jangan Hide ToT'
- **11 July, Funded by Women's Fund Asia:** 'Gender-Based Violence Workshop'
- **16 and 17 August, Funded by Maybank and Entrust 21 with Sabah Women Action-Resources Group (SAWO):** 'Sabah Women Empowerment Programme – Haid, Jangan Hide ToT & Gender-Based Violence Workshop'
- **24 to 26 October, Funded by Women's Fund Asia:** 'Anti-Sexual Harassment ToT'
- **5 and 6 December, Funded by Entrust 21:** 'Gender-Based Violence ToT'

APPENDIX 2

PRESS STATEMENTS

ISSUED BY AWAM

- **25 November:** 'AWAM Launches #MediaToo: Untold Stories of Gender-Based Violence'

APPENDIX 2 continued

PRESS STATEMENTS

ENDORSED WITH OTHER ORGANISATIONS

- **20 JANUARY** – HALT REGRESSIVE CITIZENSHIP AMENDMENTS
- **22 JANUARY** – EMPOWER IPCC TO REMEDY THE PUBLIC TRUST DEFICIT IN PDRM
- **25 MARCH** – TRANSITIONAL JUSTICE FOR TEOH BENG HOCK MUST INCLUDE THE PROSECUTION AND CHARGING OF THE INDIVIDUAL MACC OFFICERS WHO CAUSED HIS DEATH, AND A DISCLOSURE OF THE TRUTH
- **25 MARCH** – DEWAN NEGARA DIGESA HALANG PINDAAN AKTA POLIS
- **1 MAY** – DEKLARASI 1 MEI 2024: GAJI UNTUK HIDUP
- **9 MAY** – AN OPEN LETTER TO PRIME MINISTER DATO SERI ANWAR IBRAHIM ON THE APPOINTMENT OF NEW ELECTION COMMISSION CHAIRPERSON
- **10 MAY** – SURAT TERBUKA KEPADA ANWAR IBRAHIM
- **5 JUNE** – ACCESS TO JUSTICE FUNDAMENTAL HUMAN RIGHT
- **26 JUNE** – JOINT LETTER TO THE PRIME MINISTER OF MALAYSIA STOP THE MOVE TOWARDS SILENCING THE PEOPLE OF MALAYSIA
- **9 JULY** – ADVOCACY GROUP WELCOMES THE GOVERNMENT’S MOVE TO AMEND THE ACT
- **8 AUGUST** – MEMORANDUM KEPADA KETUA POLIS NEGARA MENUNTUT SIASATAN DI BAWAH SEKSYEN 302 KANUN KESEKSAAN BAGI KEMATIAN SOOSAIMANICCKAM AL/ JOESPH
- **1 OCTOBER** – SERUAN KEPADA PMX: BENTANGKAN PENCEN WARGA EMAS DALAM BELANJAWAN 2025
- **17 OCTOBER** – CIVIL SOCIETY WELCOMES THE CALL BY YB DATUK HAJAH AIMAN ATHIRAH ON 13 OCT 2024 TO INTRODUCE LEGISLATION TO MANDATE POLITICAL PARTIES TO NOMINATE AT LEAST 30% WOMEN IN ALL ELECTIONS GOING FORWARD
- **17 OCTOBER** – DEMAND EMBARGOES AND SANCTIONS ON ISRAEL
- **4 DECEMBER** – CMA AMENDMENTS TIGHTEN GRIP, YET MISS THE MARK IN PROTECTING CHILDREN
- **10 DECEMBER** – STARTING AN INCLUSIVE LEGAL REFORM WITH THE FEDERAL CONSTITUTION



ALL WOMEN'S ACTION SOCIETY

PERSATUAN PERGERAKAN WANITA
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This annual report was prepared by the Advocacy team, Amanda Louis and Alyssa Pong, with thanks to the rest of the office and council for their valuable contributions.