

Annual Review 2024





Vision

WCC envisions an inclusive society free from gender violence and discrimination, and where women can actualise their full potential.

Mission

WCC is committed to:

- Eliminating violence against women and children
- Empowering women and children
- Promoting gender equality and social justice

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WCC Penang



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Donation

WCC is a non-profit, tax-exempt organisation and is totally dependent on donations and sponsorship to support our work. We welcome donations.

Pusat Kesedaran Wanita
CIMB 860 1023057

**Any donation of RM50 and above will be issued a tax exempt receipt.*

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President's Report 2024

By Dato' Lalitha Menon



2024 has proven to be a challenging year for WCC in terms of funding. We applied for several multi-year funding opportunities, but unfortunately were not successful. The situation has become more competitive, with multiple non-profit organisations applying for the same grants.

Despite these challenges, WCC's work to end violence against women and children (VAWC) continued unabated as our services, advocacy and community outreach programmes remain much needed.

WCC'S CORE WORK

Service

WCC's free and confidential counselling services have been our core work for nearly four decades. In 2024, we provided counselling to nearly 600 new clients face to face. Out of these, 26% were domestic violence (DV), 16% child sexual abuse (CSA) and 4% adult sexual assault cases, totalling 46% of the cases we handled. We continued to serve women from poorer communities: 68% of our clients earned below RM3,000 per month and nearly half of these were homemakers. Through our hotline, we handled over 900 calls.

Our collaboration with the One Stop Crisis Centres (OSCCs) in six government hospitals in Penang state has strengthened over the years. WCC handled nearly 300 cases of DV and CSA in 2024, two thirds through Pusat Perkhidmatan Wanita (PPW) in Seberang Perai. Worryingly, 75% of the CSA victims we supported were Malay children.

Advocacy

From the OSCCs, WCC then provided victim support services to enable victims to access justice. In 2024, we supported 78 court cases where CSA remained the highest at 85%. A huge number of 770 interventions was made, mainly following up with relevant agencies and providing critical information on the criminal justice system to our clients and their families.

Outreach

The outreach team was kept busy throughout 2024. Together with our dedicated Dell Technologies volunteers and trained teachers, we conducted our *OK Tak OK* (good touch and bad touch) programme for a record number of 67 primary schools, benefitting over 7,700 children! Similarly, our *Respek* and *Cybersafety* programmes were in popular demand, reaching 2,500 students in 22 secondary schools. The school outreach activities were conducted with the main aim to prevent and raise awareness on CSA.

Communications

WCC's active presence and engagement on social media focused on raising public awareness on VAWC through online posters and reels (short videos). We produced a total of 37 posters in multiple languages touching on issues like DV, CSA and sexual harassment, reaching 104,000 social media users, as well as 20 reels which had over 30,000 views. A great achievement indeed for 2024!

Training

In addition to our core work, WCC staff were also actively involved in a range of different training sessions. In 2024, WCC conducted:

- a two-day National Judiciary Training Workshop on improving the handling of child sexual crime cases for 19 judges from across 12 states;
- three training workshops for 100 community frontline responders to strengthen their skills in handling domestic violence victims, in partnership with the Penang Women's Development Corporation under the Penang State Safe Family Policy;
- three training workshops for a total of 170 teachers in three different districts to equip them with knowledge and skills to prevent online violence; and
- three training workshops on handling DV and CSA victims for 120 OSCC personnel in collaboration with the Penang State Health Department and Penang Hospital.





It has also been a busy year for lobbying work. As part of several national level advocacy groups, WCC played a key role in providing critical feedback to the government on the amendments to the Evidence of Child Witness Act 2007 and the Communications and Multimedia Act 1998, as well as the Online Safety Bill. Wherever possible, we participated actively in meetings, briefings, drafting of memorandums and media interviews.

WCC VALUE SHOP

WCC's charitable enterprise, the Value Shop, is in its seventh year of operations at Island 88. The Shop received a wide range of donated pre-loved items from the generous public and has an established customer base. It is well run by a team of supervisors and supported by over 50 volunteers, earning it a reputation as a cut above other thrift shops in town. Notably, the Shop's sales proceeds have become an important source of sustainable funds to support WCC's work.



Sponsors And Donors

WCC is deeply grateful to our sponsors and donors in support of our work to end violence against women and children. Our immense appreciation goes to:

- Penang State MMK for Social Development for their annual grant for our PPW operations in Seberang Perai;
- Lim Lean Teng and Neoh Foundations for their sponsorship of our work;
- Canada Fund for Local Initiatives (CFLI) for funding our advocacy work;
- The Netherlands Embassy for sponsoring our project to empower local communities against domestic violence; and
- Individual patrons and charities who gave generously in support of our work.

As always, WCC's accomplishments in 2024 were made possible by our multitasking staff, General Committee, and volunteers, whose commitment and dedication have kept the WCC flag flying high throughout the year! A heartfelt thank you to all of you.



WCC Island Staff: Lau Swee Li, Asmar Hamariyah Bakhari, Sinthu Krishna & Yeap Yen Ying | **PPW Staff:** Ooi Say Tee, Salma Farhanah A. Rasid, Ooi Bee See, Amirah Husna Mohd Rosli & Nurmasliyana Abdul Rahman (until June 2024)

In 2024, both WCC offices (WCC Island office and Pusat Perkhidmatan Wanita, PPW, on the mainland) saw a reduction in face-to-face counselling, especially at PPW. However, cases handled through One Stop Crisis Centre (OSCC) referrals from both the island and mainland hospitals increased, especially child sexual abuse cases in the mainland. Besides collaborating with OSCCs in government hospitals, WCC maintained our good partnership with the Penang Women's Development Corporation (PWDC) by training First Support Points to handle domestic violence (DV) cases and enabling them to conduct community awareness talks on DV-related issues.

Service Report 2024

SERVICE PROVISION

Face-to-Face Counselling and Online Counselling

Number of Face-to-Face/Online Counselling Clients

Clients	WCC Island		PPW		Total Clients	
Year	2023	2024	2023	2024	2023	2024
New Clients	387	384	243	204 (16%↓)	630	588 (7%↓)
Former Clients	63	61	24	37	87	98
Total	450	445	267	241	717	686

As shown in the table above, we saw a total of 588 new clients in 2024, an overall decrease of 7% compared to 2023. Out of the 588 new clients, WCC Island handled 384, while PPW handled 204 new clients, a 16% decrease compared to 2023. The decrease in new clients was attributed to a drop in cases of DV, marital problems, and relationship issues.

WCC Island handled 62 clients (16%) online, reflecting an increase of clients from states outside Penang. Out of 204 new clients handled by PPW, 8% were counselled online through video call platforms.

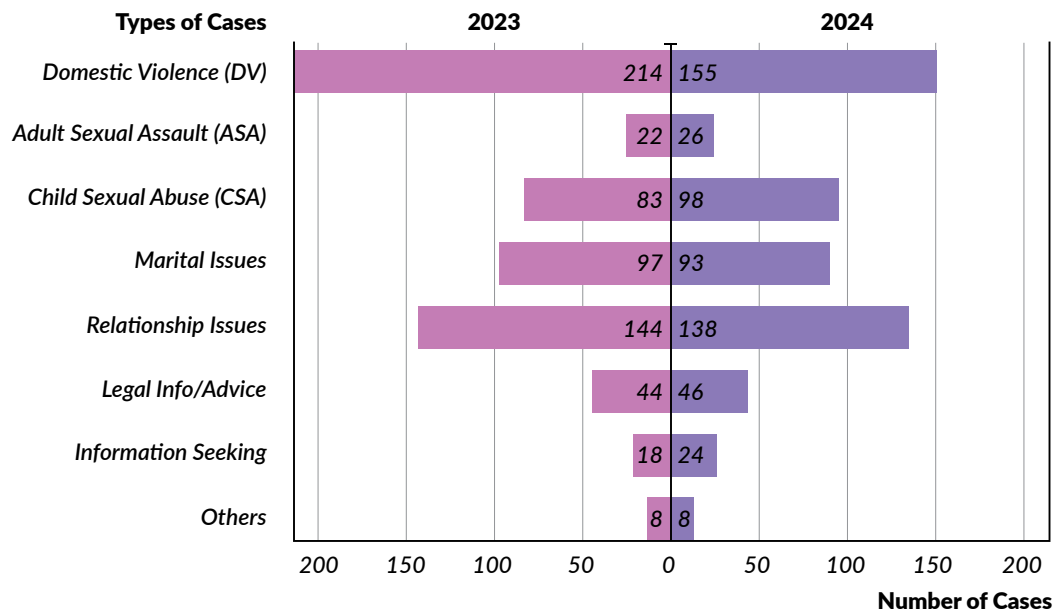
Number of Face-to-Face Follow-Up Counselling Sessions

Clients	WCC Island		PPW		Total No. of Sessions	
Year	2023	2024	2023	2024	2023	2024
New Clients	157	199	132	111	289	310
Former Clients	91	162	36	63	127	225
Total	248	361 (46%↑)	168	174	416	535 (29%↑)

Based on the table above, in 2024, WCC Island saw a 46% increase in follow-up counselling sessions. PPW also had a slight increase. This was largely attributed to cases involving relationship issues within families. Through continuous support from our social workers and service team, more clients became committed to making positive changes in their lives.

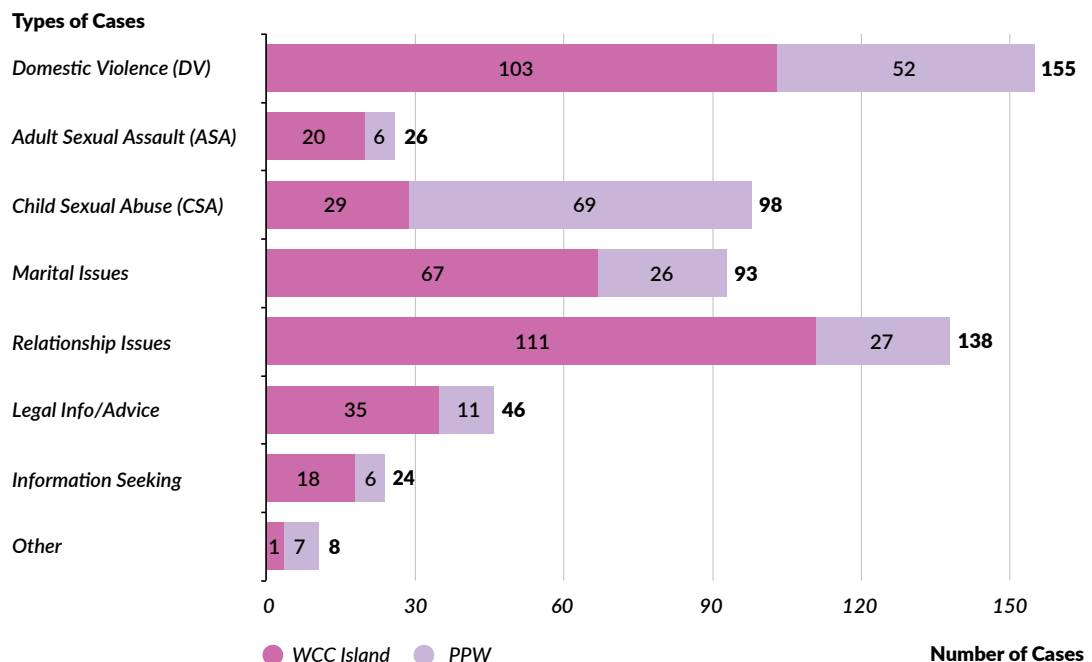


Total Number of Cases Handled by WCC Island and PPW



The graph above shows a decrease in the number of domestic violence (DV) and child sexual abuse (CSA) cases handled by WCC Island in 2024. This coincides with a decrease in the number of Indian and Malay clients handled. Previously, a larger proportion of DV cases involved Indian clients. Additionally, the number of CSA cases decreased because parents of CSA victims declined counselling services. Relationship issues, particularly between parents and children, remained high.

Types and Numbers of Cases Handled by WCC Island and PPW

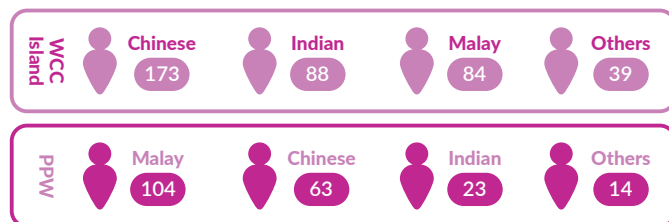


At PPW, DV, CSA and adult sexual assault (ASA) topped the number of cases, amounting to 63% of cases handled. This year, CSA accounted for the highest percentage (34%), followed by DV cases (26%). The number of CSA cases increased from 48 in 2023 to 69 in 2024 as seen. Out of the 69 CSA cases handled, 17 (25%) involved victims aged 12 years and below, while 52 (75%) involved victims aged 13 to 17 years. Malay victims accounted for the highest numbers (77%), followed by Chinese victims (16%). PPW recorded a decline in DV cases, partly due to victims not having the time to attend face-to-face counselling sessions.

Since 2021, WCC has been documenting cases of online violence against women and children. Of the 152 DV, ASA and CSA cases handled by WCC Island in 2024, 39 cases (26%) contained elements of online violence. Online stalking and harassment were most prevalent in DV cases. For CSA cases, clients experienced online grooming or threats to distribute nude photos. At PPW, 27 (39%) out of 69 CSA clients experienced online sexual violence, including impersonation, non-consensual taking and distribution of nude photos and videos, and grooming.

Clients' Demographics

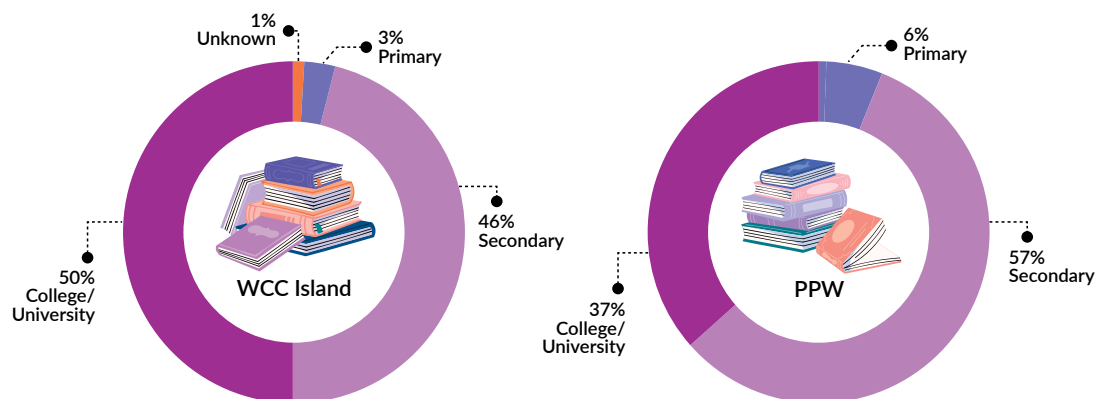
2024 Clients' Ethnicity



As shown in the infographic, Chinese clients have remained the largest ethnic group at WCC Island. Compared to 2023, there was a significant drop in Indian (110 to 88; decrease of 20%) and Malay clients (94 to 84; decrease of

10.6%). At PPW, Malay clients constituted the largest group, followed by Chinese and Indian clients. The majority of Malay clients (64%) were referred by hospitals. About 55% of Chinese clients were referred through word of mouth.

Adult Clients' Education Level in 2024



Out of the total 588 clients seen in 2024, 118 were children, and the rest were adults. As shown, on average, slightly over half of our adult clients received secondary education. Half of WCC Island clients received tertiary education.

Adult Clients' Income Level in 2024

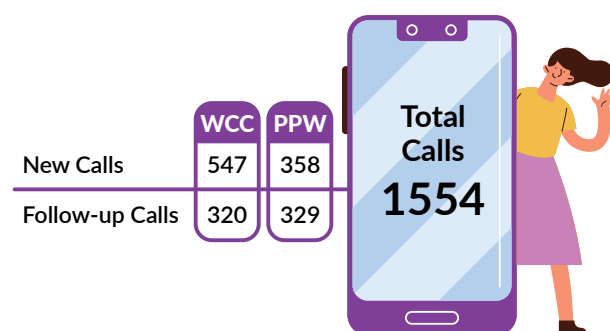
Income Level	WCC Island	PPW
Percentage	%	%
N/A (adult students)	8	
Nil	25	30
< RM1000	5	6
RM1001-RM2000	14	20
RM2001-RM3000	13	20
>RM3000	35	24
Total	100	100

Similar to previous years, the table shows that 44% of adult clients at the WCC Island office earned RM2,000 or less. Among these, 87 clients (25%) had no income, and 8% were students.

For PPW, a considerable 56% of adult clients earned RM2,000 and below, with 30% of clients having no income at all, while 24% earned more than RM3,000 per month.

On average, around a third of adult clients from both offices earned over RM3,000.

Telephone Calls/Hotlines



In 2024, WCC Island handled a total of 867 calls of which 547 were new calls, representing a 14% decrease from 2023. One-third of the new calls were from states outside Penang. More people discovered our services through online platforms (35%), followed by referrals through word of mouth (34%). As society engages strongly through social media, enhancing online visibility of WCC's services is important. PPW recorded a 10% increase in new calls and a 29% decrease in follow-up calls, handling a total of 687 calls. Out of PPW's 358 new calls, 47% were made by clients referred by OSCC, while 53% were other incoming calls.

Types of Calls Handled by WCC Island & PPW

Types of Cases	2023	2024
Percentage	%	%
Domestic Violence (DV)	29	29
Adult Sexual Assault (ASA)	4	6
Child Sexual Assault (CSA)	8	12
Marital Issues	11	9
Relationship Issues	15	11
Legal Info/Advice	16	16
Information Seeking	16	16
Others	1	1
Total	100	100

Similar to 2023, DV, ASA, and CSA calls contributed to around half of the total calls handled in 2024 by both offices. DV remained the most prevalent. There was also an increase in ASA and CSA calls.

Hospital Support for Domestic Violence (DV) and Sexual Assault (SA) Victims

Cases	Cases handled by WCC HPP & HBP		Cases handled by PPW HSJ, HKB, HBM & HSB		Total Cases Handled by Both Offices	
	2023	2024	2023	2024	2023	2024
Domestic Violence	31	35	107	108	138	143
Sexual Assault (SA)	55	59	53	89	108	148
Total	86	94	160	197	246	291

*HPP – Hospital Pulau Pinang

*HBP – Hospital Balik Pulau

*HSJ – Hospital Seberang Jaya

*HKB – Hospital Kepala Batas

*HBM – Hospital Bukit Mertajam

*HSB – Hospital Sungai Bakap

One Stop Crisis Centre (OSCC) Cases Handled by WCC Island & PPW

Both WCC offices continued our collaboration with OSCCs at six government hospitals in Penang, supporting victims of DV and SA. At WCC Island, there was an increase in DV and SA cases referred by both HPP and HBP, resulting in the overall increase of cases handled. Similarly, the number of cases handled at PPW increased, primarily due to the rise in cases at HSJ and HSB. For HSB, social workers made concerted efforts to meet DV clients at the hospital due to the distance.

TRAININGS, TALKS AND MEETINGS

First Support Point Training Workshops on Domestic Violence



Following the Focus Group Discussion in 2023, several *penghulus* requested follow-up training to strengthen their skills in identifying and handling DV victims. As a result, an advanced training workshop was conducted for 31 *penghulus* and officers from all District Offices in Penang. A new topic, *Understanding Perpetrators*, was introduced to boost the confidence of First Support Points (FSPs) in supporting DV victims. In collaboration with Telenisa, another training workshop was conducted for 35 *penghulus*, community leaders from the Women and Family Development Committees (JPWK) and staff from State Assembly (ADUN) service centres, on women's rights in Muslim families and DV.

PPW and WCC continued to train FSPs with support from PWDC. We conducted one training workshop for 38 participants comprising staff from ADUN and Members of Parliament service centres, JPWK and NGOs.

Additionally, PPW/WCC trained 11 FSPs to conduct community awareness talks on DV-related topics. With theoretical knowledge and practical skills acquired, participants gained greater confidence in delivering talks on these topics to their communities.

The domestic violence training modules designed for FSPs by WCC/PPW were well received by NGOs in other states. We adapted these to train 39 community leaders and several Social Welfare Officers in Taiping at a workshop organised by Persatuan Perkhidmatan Komuniti Taiping (ESDA), an NGO in Taiping.

Trainings & Talks for Medical Personnel



In 2024, WCC/PPW delivered six talks on handling DV and sexual assault victims to a total of 274 medical personnel from various hospitals, including HPP, HKB, Hospital Sultan Abdul Halim, Hospital Sultanah Bahiyah and Pejabat Kesihatan Daerah Seberang Perai Tengah. Last year marked the first time PPW was invited to deliver a talk at Hospital Sultanah Bahiyah in Alor Setar, Kedah. The talks covered understanding DV and CSA, as well as the role of WCC in supporting OSCC victims through a holistic approach.

Besides giving talks, WCC/PPW trained 116 medical personnel through three training sessions organised by HPP. Participants were trained to be more sensitive while handling OSCC victims at hospitals.

Interagency and Networking Meetings



PPW had several meetings with the management of Hospital Seberang Jaya and Hospital Kepala Batas to strengthen collaboration by addressing several challenges that arose during the course of the year. PPW also attended interagency meetings initiated by Hospital Bukit Mertajam to increase the visibility of our roles in supporting OSCC victims among medical personnel.

Moving forward, in 2025, both WCC Island and PPW offices will continue strengthening their collaboration with the

OSCCs and the Penang State Health Department to better reach women and children in need. We will also maintain our partnership with PWDC to train more community leaders in addressing domestic violence at the grassroots level.

Client Story

“Every day I lived in fear, constantly wondering what would happen to me...”

Aisyah** was sexually abused by her father from the age of 6 until 17. Her father would rape her when her mother was not at home. She only learnt that what he did was wrong when her primary school teacher taught students about good touch and bad touch. She could not tell anyone because her father threatened to severely hurt her mother. She lived in fear and grew to resent her father, not only for what he did to her and but also for the way he constantly abused her mother.

After years of silent suffering, Aisyah could no longer bear her father's sexual torment. Gathering every inch of courage, she finally disclosed the rape to her mother, hoping for comfort and protection. Aisyah truly believed her mother would understand. But instead, her mother shouted and scolded her harshly, leaving Aisyah stunned and utterly heartbroken.

Crushed by her mother's rejection, Aisyah's mental health started to deteriorate. By the age of 16, she had dropped out of school unable to concentrate and overwhelmed by emotional pain. At 17, Aisyah finally found the courage to leave home. She left a letter to her mother describing the rape incidents and expressing her feelings towards her. She moved in with her foster sister.

With the foster sister's support, she lodged a police report on the rape incidents. The police immediately brought her to the hospital for medical examination, where she was referred to WCC/PPW for counselling. PPW social worker reached out to her mother, as Aisyah's guardian, hoping to counsel Aisyah. But her mother kept postponing the appointments, giving excuse after excuse, and eventually lost contact with PPW.

Fortunately, a year later, when Aisyah opened up to a counsellor at the health clinic (Klinik Kesihatan) about the traumatic rape incidents, she was then directly referred to PPW for counselling. The PPW social worker was shocked to learn that her mother never told Aisyah about the earlier PPW appointments, and had also strictly controlled Aisyah's handphone access.

With a friend's support, Aisyah was able to attend four counselling sessions at PPW. During those sessions, the social worker gently guided her through ways to cope with her emotional and mental trauma and to focus on things within her control.

Aisyah's painful journey didn't end there. Her other family members pressured her relentlessly to withdraw her case against her father. This pushed her further into emotional turmoil and she was diagnosed with Post-Traumatic Stress Disorder (PTSD) and Major Depressive Disorder (MDD). On top of that, she also suffered from epilepsy and had to be hospitalised multiple times due to all these pressures. She had to rely on medication and attend regular psychiatric appointments. Despite all this, her mother remained indifferent, offering neither care nor compassion.

Two years later, Aisyah's father was finally charged in court. Even though the emotional burden was heavy, thankfully, by then, Aisyah had a fiancé whose supportive family stood by her. Her fiancé, the PPW social worker, and a psychologist accompanied her throughout her court sessions. The court staff were also helpful and supportive.

At her fourth court appearance, Aisyah's father unexpectedly pleaded guilty. He was sentenced to 8 years' imprisonment and 3 strokes of whipping. Although Aisyah felt that the sentence should have been heavier, she was relieved that her father had pleaded guilty of his own accord. She hoped that this would put an end to her mother's blame and denial.

Today, Aisyah's mental and emotional well-being has improved significantly. She is determined to leave behind the pain of the past and focus on building a new life with the people who support her — one filled with love, healing, and hope for the future.

*** name has been changed*



Advocacy Report 2024



Staff: Hastiny Subramaniam, Choong Yong Yi, Karen Lai and Loh Cheng Kooi

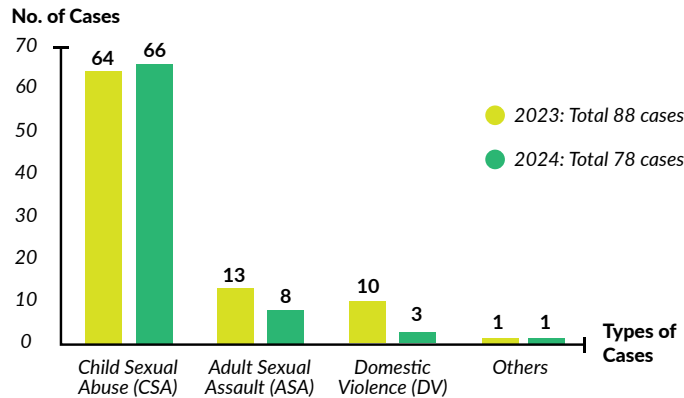
In 2024, the Advocacy team was committed to improving access to justice and protections for women and children through key initiatives including case support, a National Judiciary Training Workshop, and participation in national advocacy groups for legislative reform. The team also engaged with the media, developed valuable resources, and documented multiple case studies highlighting the challenges faced by women and child victims in of the sexual and gender-based violence cases we handled. Below are the highlights of our work in 2024.



SUPPORTING VICTIMS' ACCESS TO JUSTICE

Types & Numbers of Cases Supported

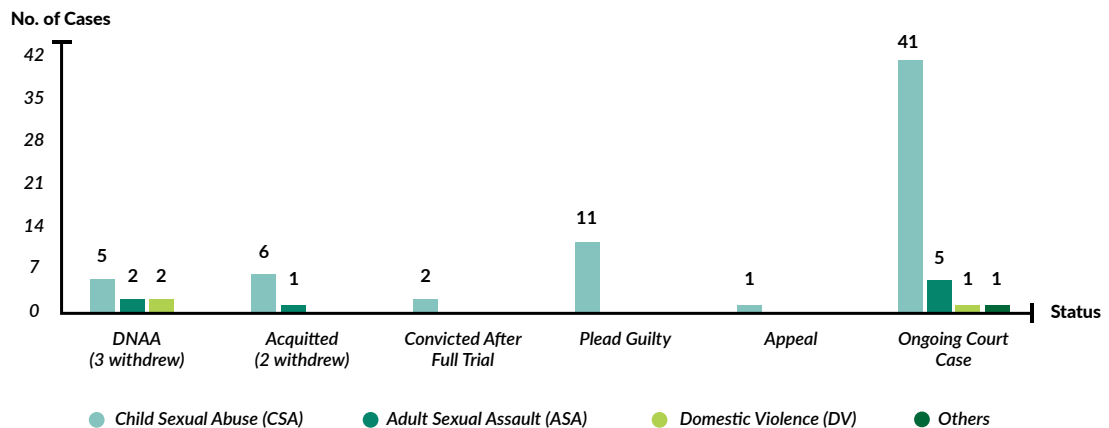
Victim support services are essential for victims of domestic and sexual violence. The WCC Advocacy team focuses on supporting victims through the criminal justice process, especially court trials.



In 2024, we supported victims in 78 court cases, down by 10 cases from 2023.

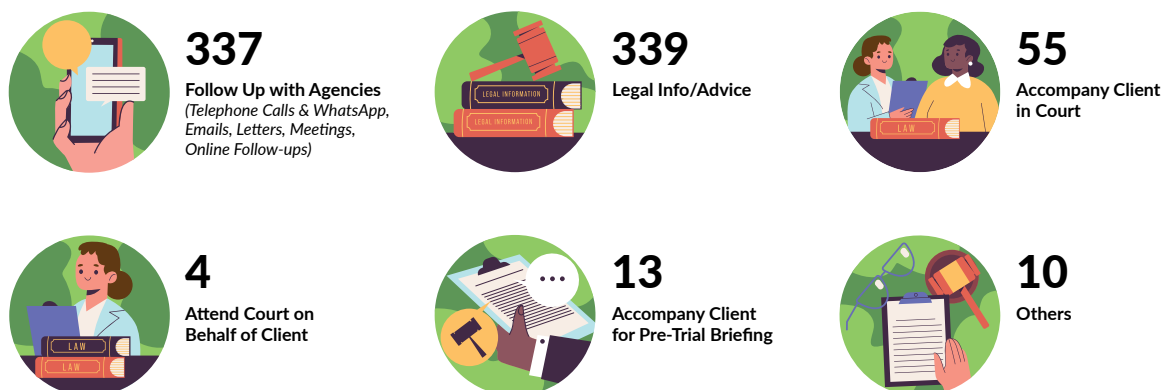
The graph above shows the types and number of cases supported in 2023 and 2024. CSA remained the highest at 66 cases (85%), while the number of DV and ASA cases dropped significantly.

Status of 78 Cases Supported in 2024



The graph above shows the court outcomes of the 78 cases supported in 2024. In 2024, the number of DNAA (discharge not amounting to acquittal) cases dropped sharply to 9, compared to 21 cases in 2023 which were mostly CSA cases where the victims withdrew their complaints and the accused had yet to be recharged. Comparatively, in 2024, there were fewer withdrawals by victims.

Interventions Carried Out by Both Service & Advocacy Teams in 2024



Types and Number of Interventions in 2024

The infographic above outlines the wide-ranging interventions provided by the Service and Advocacy teams for both WCC offices. In 2024, a total of 758 interventions were made, including accompanying clients in court 55 times. These coordinated efforts were important to protect the victims' rights and wellbeing, ensuring they received the necessary support throughout the criminal justice process. In 2024, effective case support and improved monitoring by the Advocacy team led to more streamlined case management and a higher volume of impactful interventions.

IMPROVING PROTECTIONS FOR WOMEN AND CHILDREN

Victim Support Advocacy



Sponsored by the Canada Fund for Local Initiatives (CFLI), WCC successfully organised a National Judiciary Training Workshop on improving the handling of child sexual crime cases on 17 and 18 October 2024 at Bayview Hotel Georgetown, Penang. The workshop, attended by 19 Sessions Court Judges, Magistrates, and court registry representatives from 12 states across Malaysia, aimed to strengthen participants' skills in handling child sexual crime cases and enhance their understanding of recent legal amendments on sexual offences against children and child witness evidence.

The 1.5-day training, which included interactive sessions on the impact of sexual trauma on child victims, challenges and good practices in case handling, recent legislative amendments, and challenges faced by victims in real life, received positive feedback from all participants.



From the Workshop, WCC documented feedback on gaps and recommendations to improve the implementation of recent amendments to the Evidence of Child Witness Act 2007. This feedback was submitted to the Legal Affairs Division (Bahagian Hal Ehwal Undang-Undang, BHEUU) in the Prime Minister's Department for consideration in drafting relevant regulations and guidelines.

National Level Advocacy on Gender, Women's and Children's Issues

In 2024, WCC was actively involved in national level advocacy working groups and other activities, including:

(i) The Sexual Offences Against Children Act & Evidence of Child Witness Act (SOAC & ECWA) Advocacy Group

In 2024, WCC played a key role in the SOAC & ECWA Advocacy Group, attending multiple meetings and contributing to various advocacy efforts. We provided input to UNICEF, attended a briefing with the Parliamentary Special Select Committee on Women, Children, and Community Development, moderated a discussion with the Bar Council on the latest ECWA amendments, and briefed Members of Parliament on the proposed amendments, which were eventually passed. WCC gave several media interviews in different languages, with Astro AWANI, CityPlus FM, and Sin Chew, regarding the issues affecting child sexual crime victims. Despite time-consuming lobbying efforts, the work strengthened WCC's visibility and synergy between women's and children's groups.

(ii) Online Safety Advocacy Group (OSAG)

The OSAG comprises 17 civil society organisations (CSOs) and individuals focusing on issues of freedom of expression, child rights, digital rights and gender equality. In 2024, we provided critical feedback to the government on the proposed Online Safety Bill as well as amendments to the Penal Code and the Communications and Multimedia Act 1998. WCC played a key role, mobilising the group members into a common platform and contributing to the drafting and submission of a two-part memorandum on the proposed Online Safety Bill and Penal Code amendments, preparing briefing notes for Parliamentary debates, drafting press statements, and participating in media interviews. The group's combined expertise on various human rights issues helped to integrate diverse perspectives of child rights and freedom of expression into our advocacy.

(iii) Child Rights Coalition Malaysia (CRCM)

The CRCM, led by Childline Foundation Malaysia, Yayasan Chow Kit, and PS the Children, consists of 11 sub-clusters, with WCC involved in two sub-clusters, Access to Justice and Violence Against Children. In 2024, WCC attended online meetings and contributed to various initiatives, including a Child Online Protection (COP) Advocacy Workshop, Stakeholder Consultations on COP and Online Child Sexual Exploitation & Abuse, and the Child Rights Convention Alternative Report 2024. WCC also participated in focus group discussions on violence against children and access to justice, sharing insights on the challenges faced by child victims in the criminal justice system.

(iv) National Domestic Violence Committee (Jawatankuasa Menangani Keganasan Rumah Tangga, JKRT)

The JKRT, led by the Ministry of Women, Family and Community Development, focuses on monitoring relevant agencies and NGOs in addressing domestic violence cases nationwide. WCC is part of the JKRT as well as its Data and Advocacy & Capacity Building subcommittees. In 2024, WCC attended three meetings and provided input based on our experiences of handling cases on the ground. The meetings were a valuable platform for gathering national-level domestic violence data from various agencies involved.

(v) Joint Action Group for Gender Equality (JAG) Strategic Retreat



WCC is part of JAG, a nationwide coalition of 14 NGOs advocating for gender equality. From 31 August to 1 September 2024, WCC participated in the JAG Strategic Retreat held in Petaling Jaya, marking the coalition's first in-person meeting since 2019. Over 30 participants from 12 JAG member organisations attended. The retreat focused on two key advocacy priorities: women's political participation and equal citizenship rights, led by Empower and Family Frontiers respectively. WCC played a vital role in organising the retreat, including planning the programme, coordinating a pre-retreat poll on priority issues, delivering a presentation, and facilitating discussions. The retreat also served as an important networking and bonding opportunity for new members. At the retreat, JAG approved the membership application of the Autism Inclusiveness Direct Action Group (AIDA), making AIDA the newest and 15th member of the coalition.

(vi) EMPOWER's Projek 30% Campaign



WCC was involved with our JAG sister organisation, EMPOWER's Projek 30% campaign, which aims to ensure political parties field at least 30% women candidates by the 16th General Election and to enact a legislative quota mandating the fielding of 30% women electoral candidates from political parties. WCC attended preliminary consultations, helped develop the programme for EMPOWER's Projek 30% All-Parties Conference, provided support at the conference, and also participated in media interviews with BFM and Sin Chew.

Other Media Engagement on Women's and Children's Rights

In 2024, WCC endorsed 11 press statements from JAG and other CSOs. WCC was featured 108 times in the media via interviews, press statements and mentions for various women's and child rights issues in English (73%), Chinese (20%), and Bahasa Malaysia (7%). This led to more staff involvement in interviews and increased visibility of WCC and awareness about the issues we advocate on.

Resource Development

WCC produced a brochure on domestic violence in four languages (English, Malay, Chinese and Tamil). We also updated and printed the Bahasa Malaysia version of our Safer Families handbook. Both these resources, funded by the Netherlands Embassy, will be used in our services and training workshops.

WCC Case Study Project

The WCC Case Study Project aims to systematically document selected WCC cases and address the multifaceted challenges faced by women and children in the criminal justice system. The documented case studies will be used as training and advocacy tools to improve protections for victims.

In 2025, the Advocacy team will continue to support victims' access to justice, and organise multi-agency seminars and training workshops in Johor and Kedah to improve child sexual crime investigation and prosecution. The team will also focus on developing further resources, including updating WCC's Surviving Court booklet, producing a short film to raise awareness on sexual abuse of boys, and advancing the WCC case studies project.

Outreach Report 2024



Staff: Yeap Yen Ying, Ooi Bee See, and Salma Farhanah

WCC is dedicated to protecting and empowering children, by preventing sexual abuse and online exploitation through the implementation of various school programmes, community outreach, and educational initiatives.

In 2024, WCC's *OK Tak OK* Programme doubled its reach nearly 70 schools and over 7,700 children. We saw significant growth in national and Tamil national-type school engagement. This year, recognising the ever increasing online engagement of children and teenagers, WCC reached over 2,500 students in 22 schools with our *Cybersafety* and *Respek* programmes. All this was achieved through the persistent efforts and support of our dedicated staff and volunteers.

Recognising the rising threat of online dangers such as grooming, sexting, and exposure to explicit content, WCC trained teachers to effectively address these issues. In 2022, WCC successfully conducted a training workshop for secondary school teachers focused on online violence prevention. This training module was expanded in 2024, reaching 172 teachers across various districts in Penang. It helped educators understand child development, recognise online trends, and teach children how to stay safe online.

We also conducted six digital parenting talks to raise awareness on online violence, reaching 264 participants. Additionally, WCC gave 20 public talks addressing gender-based violence, women's rights, and gender equality, reaching over 1,600 participants. We also set up 22 promotional booths, engaging children, educators, parents, and local organisations to increase public knowledge on women's and children's issues and raising visibility of WCC's services and programmes.

SCHOOL PROGRAMMES

OK Tak OK Programme



WCC's flagship child sexual abuse prevention programme, *OK Tak OK*, has been running for over two decades, empowering primary school children to identify inappropriate touch and encouraging them to report it to trusted adults. In response to the increasing cases of online grooming, the programme was expanded to include online safety, to further help children protect themselves from digital exploitation.

In 2024, we engaged with 67 schools and 7,711 primary school children with the help of our dedicated staff and volunteers, especially our DELL Technologies Penang Women In Action (WIA) volunteers, and our trained teachers. The team continued to increase engagement with national schools. In order to achieve this, PPW e-mailed every national school in Penang, resulting in our programme being conducted in 32 national schools this year, doubling our reach of 16 schools in 2023. The number of Tamil primary schools we reached also increased from 2 to 11 schools.

Cybersafety and Respek Programmes

Children and teenagers are highly active online and often fail to fully understand the potential risks, leaving them vulnerable to exploitation, manipulation, and abuse. Teaching them about personal values such as respect, empathy, and online dangers helps them to make informed decisions and to navigate complex social situations confidently, including online interactions. Upon invitation, WCC reached out to 2,563 primary and secondary school students across 22 schools, with the support of our staff and DELL WIA volunteers.

ONLINE VIOLENCE PREVENTION TRAININGS



With easy access to the internet, children and teenagers today are exposed to the potential dangers of sexual exploitation, online grooming, sexting, explicit materials, and other forms of online violence through social media and chat applications. In 2022, WCC conducted an online violence training for secondary school teachers to equip them with the necessary tools to handle these issues. The module was very well received, leading to its expansion in 2024.

Recognising the need to train more teachers, we conducted three training workshops for 172 teachers in three districts: 29 secondary school teachers in Seberang Perai Selatan, 79 primary school teachers in Daerah Timur Laut, and 64 primary school *Penolong Kanan Hal Ehwal Murid* (PK HEM) in Seberang Perai Utara, with sponsorship from CelcomDigi and two generous individuals. These online violence trainings covered child psychosocial development, online trends that children are exposed to, case studies that involve online violence against children, and how to help if students are involved in such cases. We received great feedback from the teachers we trained, and intend to expand this training to three different districts.



Additionally, SJKC Phor Tay invited WCC to conduct in-house training for their teachers after their counsellors benefitted from our past training workshop. We trained 19 teachers on how to handle child sexual abuse cases, with support from Majlis Pengurusan Komuniti Kampung (MPKK) Kampung Sireh.

WORKING WITH THE COMMUNITY

Talks and Promotional Booths



In 2024, WCC conducted six public talks on digital parenting skills, reaching 264 participants. The talks were funded by the Netherlands Embassy.

WCC continued to receive invitations from communities and institutions to deliver public talks on topics related to gender-based violence, women's rights, and gender equality. This year, we conducted 20 public talks with 1,098 in-person participants and 562 online participants.

To build our public profile, gain visibility within local communities, and expand our network with diverse stakeholders, WCC set up 22 promotional booths at various events. These booths featured family-friendly activities and games for children, educators, parents, local agencies, and other NGOs.

Each year, WCC's outreach team gains valuable insights, which motivates us to continue to improve our efforts and impact. Through both educational and community-based approaches, WCC strives to create a safer and more supportive environment for vulnerable children and the wider community.



Our People



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Khadijah Mohd Nor

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PPW Staff

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Service Coordinator
Social Workers

Ooi Say Tee
Salma Farhanah A. Rasid
Ooi Bee See, Nurmasliyana Abdul Rahman (left
Jul '24), Amirah Husna binti Mohd Rosli (joined
Sept '24)

Value Shop

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Supervisors

Lim Ai Lay
Eileen Lim, Ida Ooi, Erika Maitland

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Committee

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Loh Cheng Kooi & Karen Lai (ex-officios)

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**Denotes Chairperson*

Appreciation & Gratitude

WCC is grateful to our donors, funders and patrons, big and small, for their generous support of our work.



Major Donors and Sponsors

- Penang State MMK Social Development
- Canada Fund for Local Initiatives (CFLI)
- Lim Lean Teng Foundation
- Neoh Foundation
- Embassy of the Netherlands

Charity Beneficiary

- “Celebrating God’s Love” Christmas Charity Event by Pusat Khidmat KADUN Padang Kota
- Darkness to Light Fun Walk by Rotary Club of Butterworth
- DELL Charity Engaged 2024
- Fundraising Bake Sale by Tenby International School Penang
- Helping Hands, DISTED College
- Mika Cat Café Fundraising Event and Christmas Charity Event by Harumi Mizushima
- “Speak Up” Sexual Harassment Awareness Campaign by INTI International College Penang
- We Walk Together, We Give Together by Lion’s Club of Penang Outreach
- Wheels of Generosity Carnival by INTI International College Penang



- ViTrox V-Serve Donation Program
- Year End Charity Bazaar Sales by Plexus Penang Women In Network Chapter

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- | | |
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| • CelcomDigi Corporate | • Little Komichi Enterprise |
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In Memory of (IMO)

- IMO Choong Meng Yoke
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Donation In-Kind

- Exabytes Network
- ITD World
- Malaysia Crime Prevention Foundation (MCPF) Penang

WCC gratefully acknowledges all donations in support of our work. We apologise for not listing every donation due to limited space.



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- All Women's Action Society (AWAM)
- Association of Women Lawyers (AWL)
- Attorney General's Chambers
- Autism Inclusiveness Direct Action Group (AIDA)
- Centre for Independent Journalism (CIJ)
- Childline Foundation
- Child Rights Innovation & Betterment (CRIB Foundation)
- Children's Protection Society
- End CSEC Network Malaysia (ECPAT Malaysia)
- ENGENDER Consultancy
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- Ibu Pejabat Polis Daerah-daerah Pulau Pinang
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- Jabatan Bantuan Guaman Negeri Pulau Pinang
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- Klinik-klinik Kesihatan di Negeri Pulau Pinang
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- Lions Club of Georgetown Island
- Mahkamah-Mahkamah Majistret dan Seksyen di Negeri Pulau Pinang
- Malaysian Association of Social Workers (MASW)
- Malaysian Crime Prevention Foundation (MCPF)
- Monsters Among Us (MAU)
- Office of the Chief Registrar of the Federal Court of Malaysia
- Pejabat Kebajikan Masyarakat Daerah-daerah Pulau Pinang
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- Shearwater employees
- ViTrox Technologies employees
- Western Digital employees

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ABOUT WCC



Women's Centre for Change, Penang (WCC) is a non-profit, tax-exempt organisation dedicated to the elimination of violence against women and children, and the promotion of gender equality and social justice.

Established in 1985, we provide services in counselling, court support, and referral to temporary shelter. WCC also conducts outreach programmes in schools and communities, and advocates for legal and policy reforms affecting women and children.

WCC is a member of the Joint Action Group for Gender Equality (JAG) which actively campaigns for policy and legal reforms affecting women and children

ABOUT PPW



Pusat Perkhidmatan Wanita (PPW) is a smart partnership set up in 2009 between WCC and the Penang State Government where the state allocates an annual grant for WCC to manage its operations.

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