

Impact

Report

2024





The Nicol David Organisation is located in the Bukit Jalil Golf & Country Resort.

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We're all **Legends**

Little Legends Reading Club:

Supporting children's literacy with 1-1
reading classes.

MESSAGE FROM FOUNDER

As we reflect on another year of growth and impact in 2024, both Mariana and I are filled with immense pride and gratitude for the progress we have made at the Nicol David Organisation. Our mission to empower children through sports, education, and community continues to resonate and thrive, especially through our Little Legends programme.

Little Legends has grown beyond our expectations, and this year we have onboarded 35 children for Cohort 3 while keeping our retention rate high. The unique blend of sports and education has proven to be a powerful combination, keeping our children engaged and committed to their journey with us. Through squash, we teach not just physical skills, but values such as discipline, perseverance, and teamwork—traits that are essential for success both on and off the court. It’s humbling to see how the children are flourishing as confident young individuals with bright futures.

Equally important is our launch of our mothers programme “Ibu Legends”, which is close to my heart. This programme focuses on empowering mothers, offering them the support and resources they need to be strong, active role models for their children. The success of Ibu Legends is not only measured by the skills we impart to mothers, but also by the sense of community, confidence they gain and looking out for their physical and mental well-being. My own mother has been an integral part of this initiative, and I am incredibly proud of how she has become a beacon of strength and inspiration for other mothers. She exemplifies the values we cherish—resilience, love, and the importance of community.

Our Ibu Legends community has become a safe space for mothers to come together, share experiences, and uplift one another.

In many ways, the growth of both Little Legends and Ibu Legends is a testament to the power of community and the way sports can transcend boundaries. We are building stronger families, empowering mothers, and nurturing leaders of tomorrow.

I am deeply grateful to our team, partners, and supporters who make these programmes possible. Together, we continue to create lasting change, one legend at a time.

Thank you for being a part of this incredible journey.

Datuk Nicol David



WHO WE ARE

The Nicol David Organisation is a non-profit organisation founded by Datuk Nicol David and Mariana de Reyes with the mission of empowering children, families and communities through sport, education, mental health and community advancement with their 2 flagship programmes "Little Legends" for children and "Ibu Legends" for mothers.

2 Flagship programmes:

Little Legends

A structured 5 years programme that serves children from low to mid income families by providing Squash training, English tutoring, life skill workshops, positive psychology and mental well-being.

Launched in June 2022

ibu Legends

A structured 2 years programme for mothers through a multidimensional intervention focused on transforming their mental and physical well-being, financial education and entrepreneurship skills.

Launched in June 2024

Empowering
communities through
sports, education and
well-being.





Empowering children through the values of sport such as: confidence, focus, discipline and happiness that enable engagement towards education and love of learning.

Why Little Legends?

1 Access To Sport

- According to the Malaysian Health Institute, 4 out of 5 children are inactive and 2 out of 3 sedentary.
- Malaysia is a country with low sports participation and especially for young girls.

2 Physical and Mental Well-being

- Malaysian Health Institute :1 in 3 teenagers are overweight, and 4 out of 5 are inactive.
- Children are not reaching 150 minutes of physical activity needed by WHO standards.
- Unicef: Malaysian Youth Mental Health Index 2023 conclude that 6 out of 10 youth experience mild to severe depression symptoms.

3 Education Gap

- Education Gap: Following the COVID-19 pandemic, Malaysia estimates that children have fallen behind by up to 2 years in literacy.
- A concerning 30% of Malaysian children cannot read at the expected level by age 10.

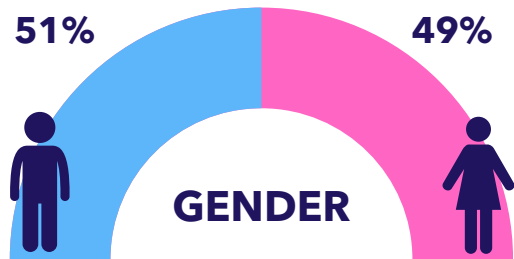
4 Self- Confidence and Social Skills

- Children have missed out on 2 years of crucial social interactions, friendships, and the developmental benefits of being in a social environment due to the cancellation of physical and co-curricular classes.

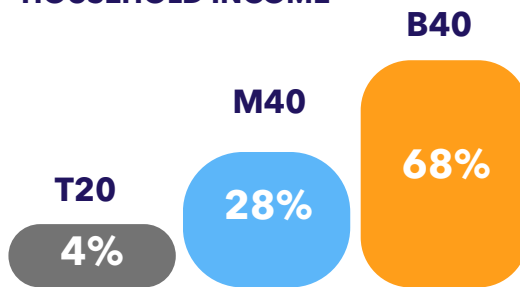


**What we
Achieved**

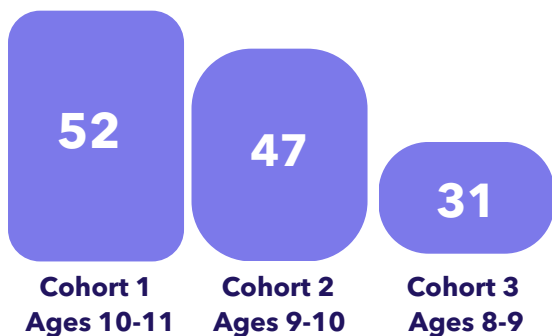
OUR IMPACT IN 2024



HOUSEHOLD INCOME

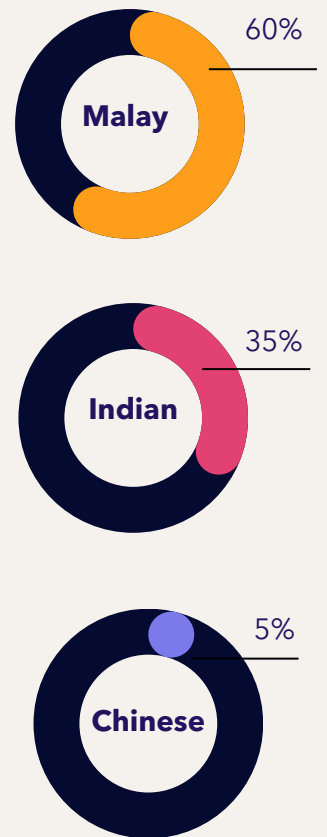


COHORTS # of children by cohort



130
Total Children

RACE



WHAT LITTLE LEGENDS SAY?

99%
Children feel happy in NDO.

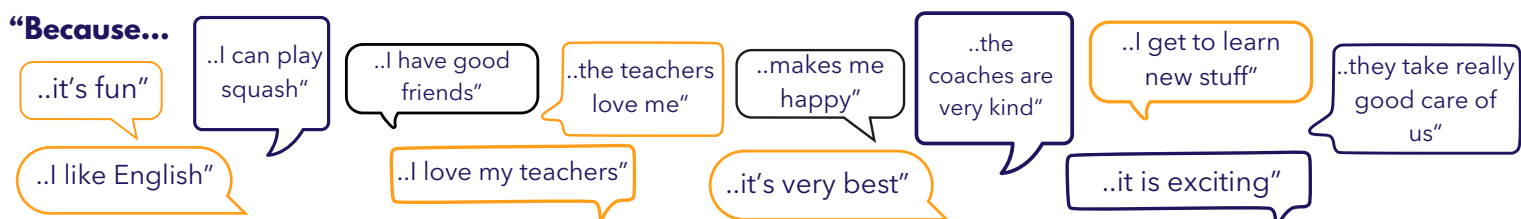
Do you enjoy English class?

78%
of children say they are Very Happy with their classes.

How happy are you playing Squash?

86%
of children rate playing Squash 10/10.

Why do you love NDO?



Data : 2024- Children's Satisfaction and Future Purpose, 87 Respondents

"She now participates with an open heart and a more positive mindset. I truly appreciate these opportunities, as they have contributed to her personal growth and social development."

84%
Attendance 2024

85%
Retention 2024

3 **Little Legends
League Matches**

"NDO is very good and excellent programme for students to increase their self confidence and self belief in all."

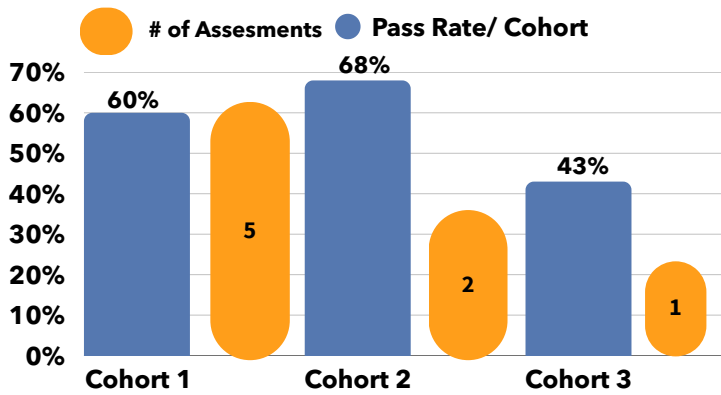




Supporting learning loss and enhancing educational experience with workshops to continue to build values and tools for development.

EDUCATION PROGRESS

Assesment Pass Rate NDO:



91%

of parents grade NDO teachers 8 -10 out of 10.

9/10

NDO programme rating by parents

100%

of parents say their children have improved their English since NDO

85%

report being satisfied with their children's English grades in school.

30%

children had Reading Club to support reading difficulties.

5

children received Dyslexia Assesments

1

OKU card

Data: English Development Monitoring, March 2025. Respondents: 121



“I want to be a champion because I want my father and mother to be proud and my coaches to be proud of me too.

I am proud of myself.”

Pamelya, Little Legend

Self-Confidence Progression

+42%

Cohort 1

+40%

Cohort 2

+40%

Cohort 3



Our studies show that after 4 months in our programme, children **substantially increase their foundation of self-confidence, discipline, focus and happiness**. Their scores consistently stay at a high rate in the continuing years as they remain in NDO.

HIGHLIGHTS 2024

Squash

Internal, Regional & National Competitions

Little Legends Leagues



MSSKL



Redtone KL Open



Community Events

With our Partners

Bird Park with BPMB



COWAY Run

coway



WATSONS Active Run

watsons



Education Events

Creative Computing Program in Partnership with APU

In partnership with Asia Pacific University we provided 40 hours of creative computing and coding to the Little Legends. In addition, we had a Tech Day Visit to their campus.





Little Legends

Art Exhibition



80 children participated in the "Art Exhibition," in February 2024. We wanted to motivate and encourage children to explore and develop their creative potential and self-expression through art creation.





Diversity & Culture Day



78 children and 78 parents participated in the Diversity & Culture Day. Our aim was to bring our Cohort 1 and Cohort 2 Little Legends and parents to share their cultural flare with a runway walk showcasing their beautiful traditional outfits.





Empowering mothers to take ownership of their mental and physical well-being to build their confidence and resilience to lead their families.

The Challenge We Faced The Opportunity for Change

Mental Health

- **32%** of mothers graded their happiness level at 6 and below on a scale of 1-10 (Average 7).
- **Over 80%** of mothers mentioned having negative feelings, indicating a need for mental health support.
- **20%** of mothers mentioned a lack of social support.
- **41%** of the mothers have low resilience.

Women's Health & Medical Tests

- **42%** of mothers have not attended to medical screening prior to the programme.
- **10%** of mothers are sleep deprived, sleeping <4 hours/day.
- **75%** of mothers are malnourished.
- **80%** of mothers are dehydrated.

Physical Inactivity

- **52%** don't practise any exercise at all.
- **68%** of mothers are not on healthy weight.
- **58%** of mothers grade their satisfaction on an average of 5 out of 10.
- **94%** of mothers would like to be more active and eat healthier.

Unhealthy Dietary Habits

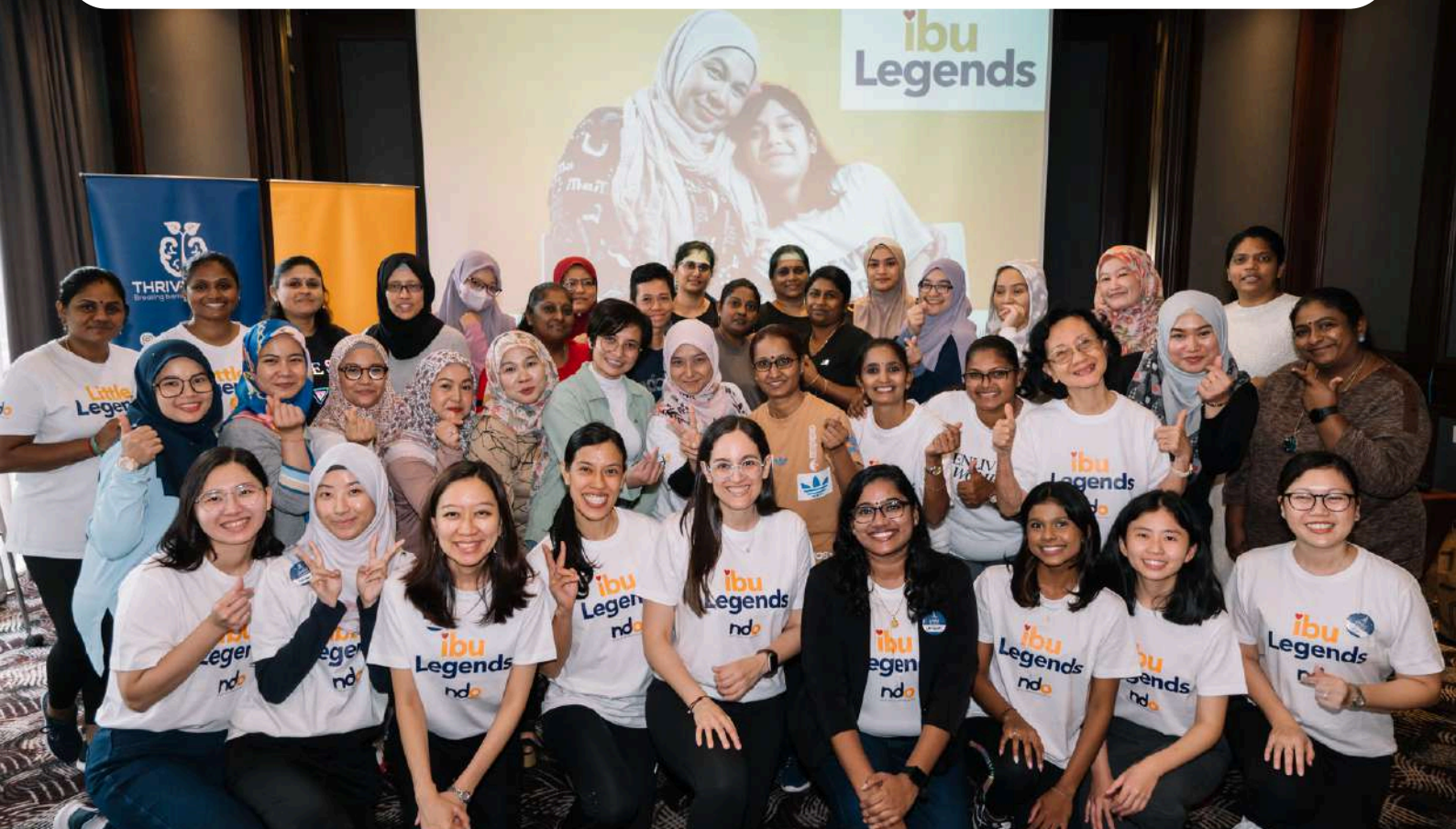
- Mothers reported that their meals are **predominantly carbohydrate-based**.
- **35%** of mothers mentioned having supper.

In a total of
31 mothers from
Cohort 1

OUR JOURNEY



Ibu Legends was launched in June 2024 with support of YB Hannah Yeoh, Minister of Youth and Sports.



EDUCATIONAL WORKSHOPS

The Ibu Legends programme provided 4 training workshops in the span of 4 months. The mothers of the programme had to commit to 1 Saturday each month to attend training that included the following topics:

01 Mental Well-Being



In partnership with ThriveWell, mothers took part in 4 workshops over a 6-month period designed to enhance self-awareness, set personal goals, and address childhood adversity, all aimed at helping them realize their full potential.

02 Nutrition Workshop



In the nutrition workshop led by our guest speaker, Hannah Prescott, mothers learned about healthy eating, balanced diets, and meal planning, emphasizing the importance of adopting a wholesome lifestyle to enhance their overall well-being.

03 Physical Activity



In addition, mothers participated in light movement exercises led by Datuk Nicol David, who highlighted the importance of physical activity, shared tips on staying active, and led them through light exercises that they could easily incorporate into their daily routines.

04 Parenting and Effective Communication



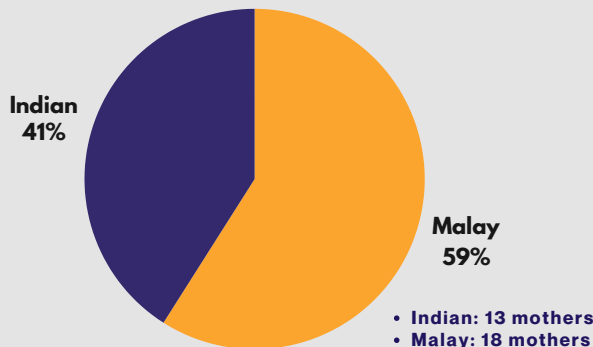
The mothers were introduced to different parenting styles, reflected on their own approaches, and learned effective communication techniques.

OUR IMPACT IN 2024

DEMOGRAPHICS

31
MOTHERS

AGE 31 - 51
Age Range



92%
Attendance 2024

100%
Retention 2024

96%
Satisfaction

MEASURED IMPROVEMENTS:

Healthy Diet

97%
of mothers
reported
improved dietary
habits

Hydration

97%
of mothers
reported
drinking more
fluids

Confidence

71%
of mothers
increased their
confidence level
(Average 7.67)

Sleep Habits

100%
of mothers
sleep **more**
than 4 hours

Being Ibu Legends

100%
of mothers
reported high
satisfaction
(Average 9.54)

Physical Activity

97%
of mothers
exercise at least
once a week

Overall Health Satisfaction

81%
of mothers showed
improved overall
health satisfaction
(Average 7.87)

Happiness

71%
of mothers
increased their self-
rating for happiness
(Average 7.93)

Resilience

90%
of mothers have
normal to high
resilience
Resources: Brief Resilience
Scale (Smith et al., 2008)

**100% of mothers identify Ibu Legends
as their safe space that provides a
positive environment of friends.**

Note:
Data Size: 31 mothers
Baseline Data were collected in May 2024
Post Data were collected in December 2024

“This program really help me to know more bout being a mom, mental health awareness, support systems, important of self love and many things. I also really love the circle of ibu legends and NDO teams, they are all positive and supportive”

“Help me in so many ways such as helping me how to handle my life style and with my kids, since after ibu legend programme the difficulties to reduce weight become more easier and I have lost about 6kg till now”

“I feel more confident to take any new decisions”

“Make me feel good and I value myself more ❤️”





**“It doesn’t matter whether you win
or lose, as long as you are a good
person,
that’s all that matters to me.”**

**Ann Marie David,
Mother of Datuk Nicol David**

Board of Directors



**Y.A.M. Tunku Tan Sri Imran Ibni
Almarhum Tuanku Ja'afar**



Dato' Thomas Lee



Antony Lee



Datuk Nicol David
**Founder & Programme
Director**



Mariana de Reyes
Co-Founder & CEO

Core Team



Siobhan Julianose
Squash Coach



Kek Yee Ying
Squash Coach



Raja Muhammad Abas
Squash Coach



Nur Ain Azhar
Programme Coordinator



Shanise Pereira
Squash Coach



Meescha Andrew
English Teacher



Yusuf bin Ridzuan
English Teacher

OUR FINANCIALS

January 2024-December 2024

Income

Other Income

13%

Grants

54%

Donations

33%

Total Income
1.16 Mil



Expenses

Others

13%

Programme

87%

Total Expenses
1.11 Mil



NDO is a non-profit organisation subject to an annual audit. For a detailed view of our financial statements and audited report kindly refer to our website.



“Thank you to all the funders and supporters for believing in the transformative power sports and education have to change lives.”

Datuk Nicol David and Mariana de Reyes

Acknowledgements

Thank you to all our partners for your ongoing support of our programme



Future

Partners and Collaborators

We are always happy to welcome partnership opportunities to continue our mission to reach more Malaysians.







Nicol David Organisation Berhad

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