

2025

IMPACT REPORT





The Nicol David Organisation was founded by Datuk Nicol David and Mariana de Reyes in 2022, with the mission of empowering communities through sports, education and mental well-being.

From World Champion to Champion of Change



8

World Championship
Titles

108

Consecutive Months
World No. 1

81

Professional titles

GOAT

Greatest Athlete of
All Time

"Sport changed my life and now I want to give these opportunities back to children in hopes that someday they can dream just like I did."

TABLE OF CONTENTS

05	Message from Founder
06	Who we are
07	Our Impact
08	Little Legends
18	Ibu Legends
28	+Play
36	Financials
37	Our Team
39	Acknowledgements

MESSAGE FROM FOUNDER

As I reflect on 2025, I am truly grateful for the incredible community that continues to believe in the power of sport to transform lives. Our mission at the Nicol David Organisation has always been simple, to empower children and families to live happier, healthier and more resilient lives. This year, that mission reached new heights as we expanded our programmes, strengthened partnerships, and witnessed inspiring stories of change across communities in Malaysia.

One of our proudest achievements this year has been our pilot programme +Play that focuses on physical activity and positive psychology. Our aim was to reach public school children to create an environment where they can be more active and give them available tools to handle their mental well-being. By empowering educators and communities to create environments where children can develop not only physically, but also emotionally and socially through our programme.

Everything was made possible with the commitment of our dedicated team, coaches, educators, supporters, and corporate partners. Your belief in our purpose enables us to reach more communities, innovate our programmes, and create meaningful opportunities for those who need them most.

Malaysia faces significant challenges in children's physical activity, mental well-being, and access to positive developmental opportunities. While these challenges remain, I am hopeful and encouraged by the growing movement of people who are choosing to be part of the solution. Together, we are proving that when we invest in children, we invest in the future of our nation.

As we celebrate four years of the Nicol David Organisation, I am reminded that meaningful change is never achieved alone. It is built through collaboration, compassion, and a shared commitment to creating a better future for the next generation.

Thank you for believing in our mission and for joining us on this journey with us. Every act of support helps create lasting impact that extends far beyond a programme or a single moment.

Together, we are building healthier communities, empowering future leaders, and ensuring that every child has the opportunity to play, grow, and thrive.

Datuk Nicol David

Founder & Programme Director



WHO WE ARE

The Nicol David Organisation was founded by Datuk Nicol David and Mariana de Reyes with the mission of empowering women, girls and boys through sport, education, mental health and empowerment with their 3 flagship programmes "Little Legends" for children, "Ibu Legends" for mothers and "Positive Play" for public schools.

VISION

A future where every child and family is healthier, confident and able to reach their full potential.

MISSION

We empower children and communities through the power of sports, education and mental well-being.



3 Programmes: 1 mission

Transforming lives through sports, education and mental well-being.

Launched June 2022	Little Legends	Total children 150
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A 5 year programme that supports children from low income families with the power of sports and education. We provide squash training and English tutoring classes 2 times a week for children ages 8 years old until they finish primary school.

Launched June 2024	ibu Legends	Total mothers 200
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A 2 year programme to empower the Little Legends mothers through a multidimensional intervention focused on transforming their mental and physical well-being, promote financial education and introduce entrepreneurship skills to create sustained long-term impact for themselves and their families.

Launched June 2025	+play.	Total children: 1,706
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Positive Play (+Play) is 4 week programme that support children through physical activity and positive psychology in public schools. With the rise of physical inactivity and mental health struggles, the programme aims to enhance movement and increase mental well-being.

Impact for 2025

2,787

Beneficiaries

4 states:
KL, Selangor,
Sarawak, Sabah

Through 3 flagship programmes

2,181

CHILDREN

106

TEACHERS

42

SCHOOLS

300

MOTHERS

200

SPORTS & MENTAL HEALTH SUMMIT





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

Why Little Legends?



1 Physical Inactivity



4 out of 5 children are inactive and 2 out of 3 sedentary.

2 Rise of Obesity



1 in 3 adolescents is overweight or obese

3 Mental Health Struggles



6 out of 10 youth experience mild to severe depression symptoms.

MOH: National Health & Morbidity Survey 2022

4 Education Gap

A concerning **37%** of Malaysian children have not mastered literacy for Year 1 students.

MOE, 2025

Little Legends is a 5 year programme and we provide squash training and English tutoring classes 2 times a week for children ages 8 years old until they finish primary school.

We partner with 4 public schools around the Bukit Jalil and Sri Petaling areas to support school children in having access to sport and education. We are located at the Bukit Jalil Golf & Country Resort and provide transportation from the participating schools to our facility. During each session, children will be provided with all the necessary sports equipment. After each lesson, they will also receive a snack.

What we Achieved



150

Children in the
programme

49%

Girls
Participation

81%

Attendance
2025

5

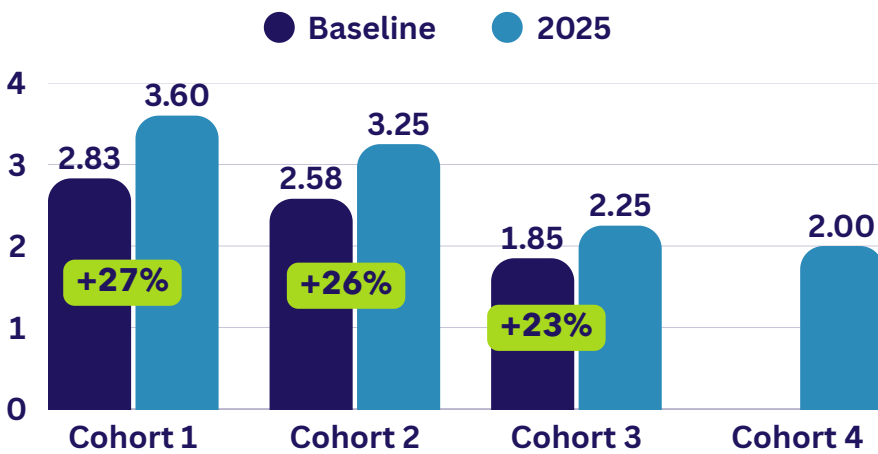
Squash
Competitions



Our objective is to increase English proficiency and support children progression in their respective schools.

EDUCATION PROGRESS

English Proficiency (TP 1-6)



89%
of Little Legends passed their English exams at school.

98%

of parents say their children have improved their English since NDO.

88%

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

94%

of parents are highly satisfied with NDO English teachers.

9.8/10

NDO programme rating by parents.

Data: Impact Research on Cohorts 1-3 - Parents Feedback Form (2025)

Self-Confidence Progression

8.8/10

Cohort 1

8.5/10

Cohort 2

7.7/10

Cohort 3

Data: Impact Research on Cohorts 1-3 - Parents Feedback Form (2025)

WHAT LITTLE LEGENDS SAY?



"I came here to learn...and win a lot of competitions."

"When I'm at a squash tournament, my friends, they all support and cheer for me."

"I overcame my struggles that I was facing with the help of NDO."

"I got confidence that I can become a player."

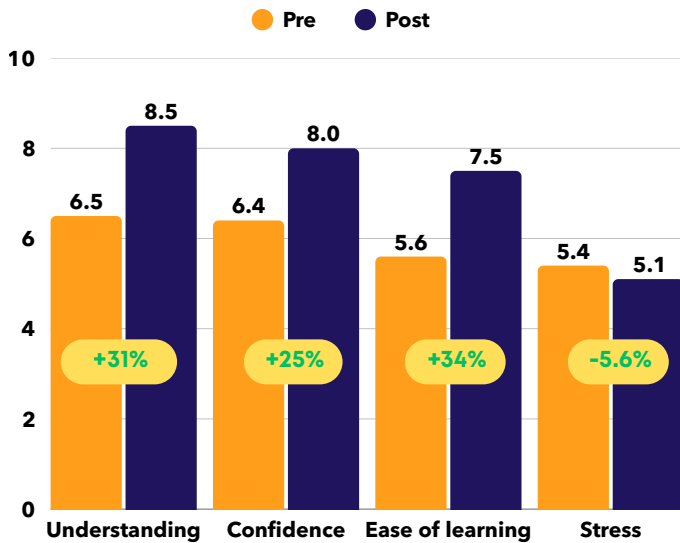
"...I'm confident to go to tournaments and training."

"...when I started NDO, I feel confident and in school, I'm not shy."

HOOPS +HEALTH PROGRAMME

NDO collaborated with Hoops + Health (H+H), a global initiative by Beyond Sport, to enhance children’s exposure to sports and introduce them to team-based activities. Through this programme, NDO uses basketball to improve fitness, build resilience, foster community, and help children develop teamwork and confidence in a fun, engaging setting.

Impact Measurement Self Efficacy with Basketball



96% of students know what basketball is, but over half have **never** played the sport before.

Students’ self-efficacy improved significantly, with their understanding, confidence, and ease of learning basketball showing strong growth, while stress levels decreased by 5.6%, which indicates students feel more capable and less anxious when learning basketball.

Data : Hoops and Health Pre Survey (2025) ; Hoops and Health Impact Survey (2025)





"I felt so happy playing basketball for the first time. That feeling has not changed."

"I felt excited on my first day and I'm still excited about basketball now."

"My favourite memory is when I successfully get the ball from my friend and score."

"My favourite memory is when I am playing basketball with my friends. So, every session is my favourite memory."

87

Children participated

51%

Girls Participation

147

Sessions Conducted

19.2%

Increased Happiness

14.7%

Increase Perceived Team Playing Ability

Impact Stories

Cahaya Dhia Qadijah Binti Adi Suzier

Cahaya Dhia Qadijah Binti Adi Suzier is 11 years old and is the second youngest of 6 siblings in the family. She joined NDO in 2022 as her parents saw an opportunity for their daughter to get access to squash training and English education coming from a low-income household.

Cahaya is an inspiration to her peers. Her cheerful personality never fails to brighten up the room, and her squash skills, undoubtedly some of the best in NDO. They admire her work ethic, her willingness to train extra sessions, as well as the way she competes, with humility and integrity. She has grown in confidence specifically around competition, she is more willing to show up, and more confident she can win.

But while she is able to excel in squash, not many realised that she had to work twice as hard when it comes to learning English. Growing up, Cahaya faced challenges with writing and reading. In spite of extra English classes in NDO, she found it difficult to catch up with her classmates. This is when NDO stepped in, providing the chance for Cahaya to be assessed and supported for dyslexia through regular classes with experienced speech therapists from Altuz Academy with the funding support from Hong Leong Foundation.

Her learning difficulties did not hold her back, but rather opened the doors to bigger opportunities. She was eligible for a scholarship to The Surin International School, where she blossomed with specialised learning support programmes and unique extra-curricular activities. Ever since then, her confidence in English has grown tremendously, from being reluctant and shy to converse in English when she first joined NDO, to being determined to hold conversations in full English sentences.

In the future, she plans to give back to her community, just like what NDO has done for her. She cited our founder, Datuk Nicol David, as her role model, saying that she loves her positive character. Cahaya wants to become a well-known athlete and to become someone with the position and influence to do good for others.

“I want to be an athlete just like Datuk Nicol. Every day with a smile. I want to give back to people who have always helped me.”



Impact Stories

Athavan Suresh


Athavan Suresh is 11 years old and is raised by his mother in a household of 3 children, Athavan being the youngest, and his family are from a lower-income household. When Athavan joined NDO as an 8-year-old, he discovered much more than a sports programme. Over the years, NDO has become a place where he has built confidence, developed resilience, formed meaningful friendships, and begun shaping his dreams for the future.

For Athavan, NDO is more than a place to learn squash, it is a space where he feels genuinely happy, supported, and valued. He describes the teachers as kind and respectful, appreciating that they guide students by encouraging them positively. This nurturing approach has created an environment where he feels comfortable to learn, improve, and enjoy the process.

One of the most significant changes Athavan has experienced is increased confidence. Through regular squash training and English classes, he has become more confident in his abilities, both on and off the court. This confidence has encouraged him to embrace new challenges, from wanting to try different sports to dreaming of one day climbing Mount Everest.

The programme has given him opportunities to celebrate achievements both big and small. One memorable personal success was scoring a basketball shot on his very first attempt, an accomplishment that made him proud of his growing confidence to try new things. NDO has also inspired Athavan's future ambitions. He now dreams of becoming an athlete and looks up to squash legend Datuk Nicol David as his role model. Athavan hopes to develop the same resilience as he continues pursuing his own goals.

For Athavan, NDO has not only taught him how to play squash, it has helped him believe in his own potential.



“ The biggest change since I joined NDO is how I have grown my confidence in squash. NDO didn't just teach me—it changed me.

NDO END OF YEAR CELEBRATION



END OF YEAR

EVENT





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

Why Ibu Legends:



- 1 Mental Health**

9 out of 10 report experiencing negative thoughts.
- 2 Rise of Obesity**

6 in 10 adults are overweight and obese.
- 3 Nutritional Well-being**

9 out of 10 are malnourished.
- 4 Financial Stress**

9 in 10 express high levels of stress because of financial situation.

1 in 2 report not having enough income to meet expenses.

NDO: Ibu Legends Baseline C1 and C2

“Ibu Legends” is a structured 2-year programme with the objective of empowering the Little Legends’ mothers through a multidimensional intervention focused on transforming their mental and physical well-being, promote financial education and introduce entrepreneurship skills to create sustained long term impact for themselves and their families.

OUR APPROACH

- Phase 1**
 - 01 Mental Health Awareness and Prevention**
Educate and raise awareness of the importance of mental health as well as create support systems if help is needed.
 - 02 Nutrition & Lifestyle**
Educate on the importance of healthy nutrition for their own lives and their household.
 - 03 Physical Activity & Movement**
Increase positive behaviour change towards exercise and the importance of regularly practicing it.
 - 04 Parenting & Effective Communication**
Provide education and advise for the challenges concerning parenting.
- Phase 2**
 - 05 Financial Education**
Educate on finance matters to raise awareness and provide tools to effectively manage financial matters.
- Phase 3**
 - 06 Community Building**
Foster meaningful connections, peer support, and leadership within the community through collaborative activities.

Data: NDO Ibu Legends Survey 2024 and 2025

What we Achieved



73

Mothers

2

Cohorts

92%

Attendance
2025

12

Workshops

96%

Programme
Satisfaction

EDUCATIONAL WORKSHOPS

PHASE 1

01 Mental Well-Being



Self-awareness, set personal goals and stress management

02 Nutrition Workshop



Healthy eating, balanced diets, and meal planning,

03 Physical Activity



Physical training sessions to get the mothers active and fit

04 Parenting and Effective Communication



Communication techniques and listening skills

PHASE 2

01 Cash Flow and Expenses



02 Debt Management



03 Scams and Investments



Ibu Legends Cohort 1

OUR IMPACT IN 2025

100% of Mothers are satisfied being an Ibu Legend



Hydration

99%

of mothers reported drinking more fluids

Resilience

94%

of mothers have normal to high resilience

Physical Activity

93%

of mothers exercise at least once a week

Healthy Diet

91%

of mothers reported improved dietary habits

Confidence

95%

of mothers reported have increased their confidence in making their own financial decision

Understanding

86%

of mothers have increased their knowledge when it comes to the importance of savings.

Savings

85%

of mothers reported have started to save.

Debt Management

84%

of mothers reported have reported to reduce their loans

WHAT MOTHER SAY



Cohort 1

"Removing toxic people in your life to get a balance and healthy financial well-being...it's not because I'm not good enough at managing money but because of too much interruption from others. I want to do it alone this time with my husband running a company again...hopefully we can do that"

Sharifah Rahila, 38 years old

"I have learned budgeting and the importance of having the extra cash in the account even after the end of the month..it makes me feel so happy with the amount I am able to save and also how I have managed to open a FD [fixed deposit] for myself and my 3 children as part of investment as per the last session attended..thank you so much NDO for all this"

Renuha, 36 years old

"I need to be [always] financially prepared for anything that might happen [in the future]"

Noorsalwati Nordin, 48 years old



Cohort 2

"My biggest takeaway is the importance of disciplined financial planning and informed decision-making. The workshops helped me understand how to manage cash flow more effectively, set realistic financial goals, and plan ahead for both personal and career development. This will directly impact my next steps by encouraging me to budget more strategically, build financial resilience, and make better long-term investments in my education and professional growth."

Fatihah, 37 years old

"My biggest takeaway is the importance of proper financial planning and disciplined money management. These workshops have given me clearer direction on budgeting, debt management, and setting realistic financial goals for my next steps."

Leong Seetha, 38 years old

"Learn how to control our daily usage with needs and wants"

Evelyn Cheong, 38 years old

Impact Story

Leong Seetha: One Year That Made Her Rediscover Herself



When Leong Seetha, a working mother of four, joined Ibu Legends, she was juggling stress, finances, her children, and her physical health, mostly alone, with no real space to talk about the weight she carried every day.

What began as an unfamiliar experience soon became a welcomed change. She attended every workshop and slowly applied each lesson to her daily life, learning to set realistic goals and prioritise herself again, something she had long set aside.

"I've started making a basic weekly dinner plan — four to five meals max. I leave room for leftovers or takeout when things get hectic. Having even a loose plan cuts down the daily 'What's for dinner?' stress."

Through consistent lifestyle changes and practical habits, the transformation in just one year has been so significant that the positive changes in her physical health are now visibly noticeable.

But beyond the practical, she found something she didn't expect, a community where she felt understood rather than judged.

"One of my favourite memories was the moment I realised I wasn't alone — that other parents were juggling the same chaos, doubts, and exhaustion, but still showing up for themselves."

The financial literacy workshops left a strong impact too, giving her clearer direction on budgeting, debt management, and planning for her family's future.

"My biggest takeaway is the importance of proper financial planning and disciplined money management."

Today, Leong Seetha is stronger, more confident, and more intentional through Ibu Legends, a programme that helped her grow not just as a mother, but as a person.

Syahadataini, or Syaa, is a mother of three who works in sales while also helping with her husband's baking business. Since joining Ibu Legends, she quickly became someone who embraced the programme wholeheartedly, eager to challenge herself and explore new experiences.

In December 2024, Syaa was involved in a serious vehicle accident while driving home in the rain. Due to the severity of her injuries, she was placed in an induced coma. When she woke up, she could only remember memories from when she was eighteen years old. She had lost memories of her marriage, children, university years, and much of the life she had built for herself.

As part of her recovery, doctors encouraged her to reconnect with things tied to life and meaningful experiences. Among her personal notes, the Ibu Legends materials became a catalyst in helping her regain memories and reconnect with herself. Reflecting on the experience, she shared:

"Many of Ibu Legends' notes bring back my memories — mostly, I remember my friends from Ibu Legends more than my friends from school or university."

Following the accident, Syaa's husband reached out to the Ibu Legends community through her phone because he knew how important the community was to her. The mothers within the programme came together to support her recovery, welcoming her back patiently even when she struggled to recognise people or understand what was happening around her.

Today, Syaa describes Ibu Legends as "a place for me to rediscover myself, rediscover how to manage life," highlighting the deep sense of belonging and support the community provided during one of the most difficult periods of her life.



Impact Story

Syahadataini: Once in a Lifetime Second Chance that is Worth Having

SPOTLIGHT:



The Power is Within



IBU LEGENDS SUMMIT

OCTOBER 11, 2025

THE OBJECTIVES

- 1** Inspire mothers, to be seen and represented
- 2** Increase awareness on mental health and well-being programmes
- 3** Promote mothers empowerment and support groups
- 4** Share success stories of change in communities

To inspire mothers, to be seen and represented





IBU LEGENDS SUMMIT



AT A GLANCE

272

Total Attendees

218

Mothers

7

NGO Partners

93%

Rated 10/10 Experience

99%

Would Repeat the Experience

THE EXPERIENCE

Welcome Address

The event opened with a heartfelt speech by Ms. Mariana de Reyes, who shared her personal story and the inspiration behind creating the Ibu Legends Programme, a tribute to the strength and sacrifices of mothers.



Workshop: The Power is Within

Ms. Lakshmy Kumar from Thrive Well conducted a workshop entitled "The Power is Within," where mothers were guided to reflect on themselves, embrace self-awareness, and look toward the future.



Keynote Address

Puan Siti Kamariah, Managing Director of Yayasan Hasanah, delivered an inspiring keynote speech reminding mothers to rediscover their strength, revive their dreams, and realize that caring for themselves means caring for their families and communities.



Ibu Legends Performance

In an exciting highlight of the day, a group of Ibu Legends delivered a lively performance that energized the crowd and got everyone up on their feet dancing.



Fireside Chat: Lessons From My Mother

A heartfelt conversation with Datuk Nicol David and Dr. Jezamine Lim, moderated by Ms. Thanuja Ananthan, as they share the inspiring lessons and wisdom learned from their mothers.



Art Exhibition

One of the most heartwarming moments of the day was the art exhibition, which showcased beautiful and meaningful artworks created by mothers from various organisations.



KEY THEMES FROM MOTHERS

Self-Love

Motherhood & Sacrifice

Family & Values

Self-Awareness

Emotional Healing

Strength & Perseverance

Growth & Life Lessons

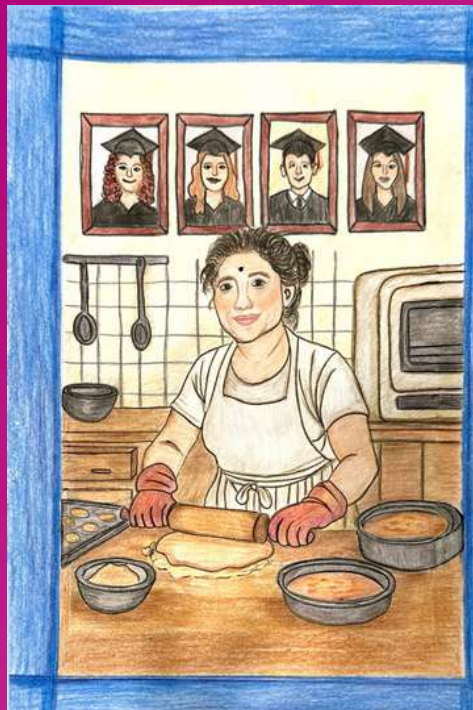


"**Be kind, teach your children** to be the **best version** and show them through example. **Instill good values** in children. I hope my children will also be successful like our panelists."



"That **true strength comes from within**. **Change will not happen** if I don't first **trust myself** and **take responsibility** for my emotions and actions."





Behind every successful child is a mother who sacrificed her own dreams, her overtime and some time even her own happiness, just to ensure her child could have a better life. She never stop giving, never stop loving and never stops believing in her child.



I may have given you life but really, you gave mine...



+play.



+Play (Positive Play)

A programme that combines physical activity and positive psychology to support physical development and mental well-being of children in public schools in Malaysia.

Why +PLAY?



1 Physical Inactivity



4 out of 5 children are inactive and 2 out of 3 sedentary.

2 Rise of Obesity



1 in 3 adolescents is overweight or obese

3 Mental Health Struggles



6 out of 10 youth experience mild to severe depression symptoms.

4 Rise of Bullying



1 in 10 have experienced or witnessed bullying.

MOH: National Health & Morbidity Survey 2022

At a time when childhood inactivity, poor mental well-being and unhealthy lifestyle habits continue to rise in our youth, the importance of creating positive environments where children can develop physically, emotionally and socially through the power of play are crucial for change.

+Play programme combines movement, sport and evidence-based positive psychology to help children build healthy habits, improve emotional well-being and develop the confidence and skills they need to thrive in school, at home and within their communities. The programme has a duration of 4 weeks and was launched in April 2025 with an initial target of reaching 38 schools from Kuala Lumpur and over 1,000 students.

The aim is to develop resilience in students, emotional regulation, physical well-being and team work skills that are needed in today's landscape.

What we Achieved



1,706

Children

41

Schools

82%

Attendance
2025

4

States in
Malaysia

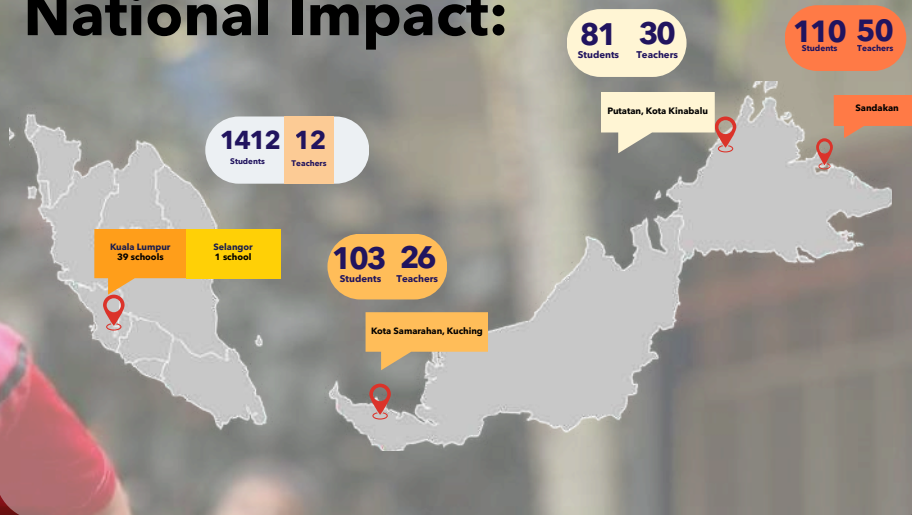
52%

Girls
Participation

+PLAY IMPACT

Over 1,700 students, 4 states, 118 teachers

National Impact:



In just 4 weeks of our programme children report:

+15%

in confidence playing sports

+10%

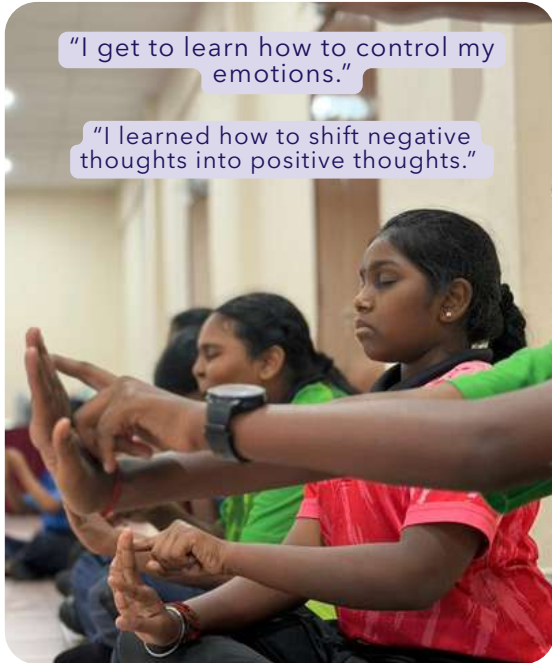
in self-body perception

+8%

Understanding Positive Thinking

WHAT CHILDREN SAY:

To understand the impact of the +Play programme the NDO team conducted a thematic analysis of over 1,700 students based on their pre and post surveys to understand the main takeaways the children experienced.



"I get to learn how to control my emotions."

"I learned how to shift negative thoughts into positive thoughts."

Students learning the High-Five Breathing Techniques.

- 1 Positivity and Emotional Regulation**

This theme reflected students' learning related to managing emotions and maintaining a positive mental state. It reflects skills that help students regulate how they feel and respond in different situations. **43%**
- 2 Values (Kindness, Gratitude, Discipline)**

This theme reflects character and value-based learning, focusing on how students think about themselves and others in social contexts. **26%**
- 3 Learning (Physical, Health, Sports)**

This theme captures physical literacy and health awareness, including knowledge of sports, movement, and healthy habits. **21%**
- 4 Confidence & Team work**

This theme captures self-belief and courage, where students explicitly express feeling more capable or willing to try and collaborate with others. **10%**

The evidence shows that students retain concepts of thinking positive and learn emotional regulation. Children that learn through play can then translate it into their daily lives and have better performance in school and at home.



"I feel like I got to build relationships with friends and work together in a team."

Students playing Dodgeball.



"I learned to be more confident in myself and try new things."

"I should enjoy a positive life while I still can and I should let my heart choose a decision."

Students stretching during warm up session.

SPOTLIGHT: DATUK NICOL DAVID VISITS SARAWAK AND SABAH

294

students

3

states

106

teachers trained

93%

Rated 10/10
Experience

96%

Attendance to +Play
classes in schools

THE OBJECTIVE

- 1 Increase awareness of the power of sports for building engaged students in schools.
- 2 Educate and train teachers on our +Play programme

SANDAKAN, SABAH- AUGUST 18-21, 2025



School tour by the students

Datuk Nicol welcomed by the school management and followed by a school tour to see the school surroundings and the students



Datuk Nicol's inspiring speech during assembly

The assembly was filled with students from Form 1 to Form 5 and the school teachers. Datuk Nicol delivered an empowered speech where she emphasize to be a champion we should take care our body and mind.

Meet & Greet with the school management

The meet and greet was to exchange the appreciation of the efforts and commitments from both sides, NDO and the school. Datuk Nicol also shared her vision for the students to attain a better health and mental well-being



Cultural performance by the students

The assembly wrapped up with a cultural performance by the students, which depicted the diversity of the community and also served as an appreciation performance for Datuk Nicol's presence.



KOTA KINABALU, SABAH- SEPTEMBER 22-25, 2025



Meet and Greet with the school management

Datuk Nicol was warmly welcomed by the school management, followed by a guided tour of the school to observe the environment and interact with the students.



Datuk Nicol's Speech

The assembly was filled with students from Form 1 to Form 5 and the school teachers. Datuk Nicol shared in her speech about the importance of working hard in pursue of success in life and never giving up on their goals and aspirations.

School Tour by the Teachers

The meet and greet was to exchange a token of appreciation for their efforts and commitments between the school and NDO. Datuk Nicol also shared her vision for the students to attain a better health and mental well-being



Cultural performance by the students

The assembly wrapped up with a cultural performance by the students, which was uplifting and dynamic, showing their appreciation for Datuk Nicol's presence.



KOTA SAMARAHAN, SARAWAK- OCTOBER 13-16, 2025



Meet & Greet with the school management

NDO team and the school had a meet and greet session to exchange the appreciation of the efforts and commitments from both sides, NDO and the school.



Warm welcome from the school during assembly

Representatives from the school welcomed Datuk Nicol and her team during the assembly, introducing +Play programme to all attendees. NDO team received appreciation and souvenirs from the school.

Datuk Nicol's inspiring speech during assembly

The assembly was filled with students from Form 2 and Form 3 and the school teachers. Datuk Nicol delivered a motivational speech where she encouraged students to dream big, and work hard towards their goals.



School tour by the teachers and students

Guided and led by the school management and students, Datuk Nicol had a school tour to see the school surroundings and the students. At the same time the students had a chance to get their note books signed for their memory.



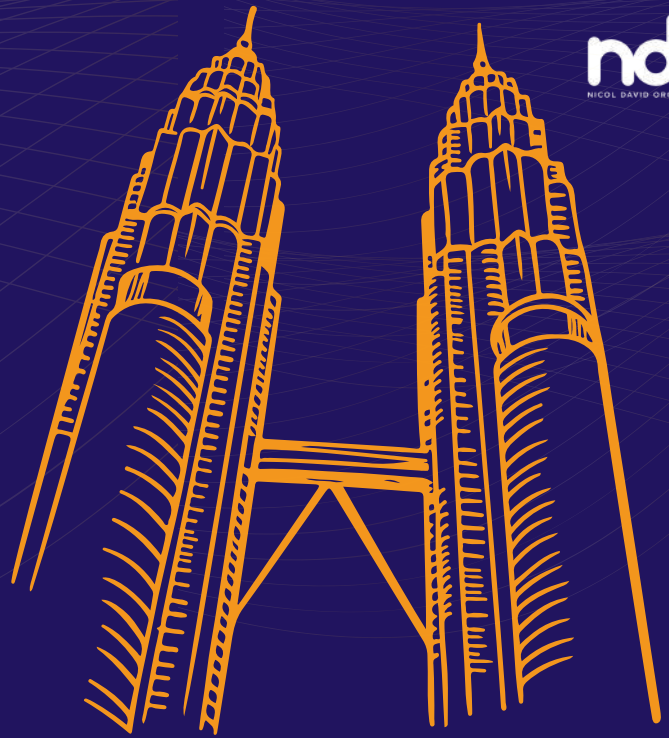
SPOTLIGHT:



SPORTS AND MENTAL HEALTH SUMMIT 2025

KUALA LUMPUR, OCTOBER 30-NOV 2, 2025

PAVILION BUKIT JALIL



THE OBJECTIVE

- 1 Spark the conversation on how sports can be used as a tool for social impact and investment.
- 2 Increase awareness on the importance of sports and physical activity initiatives in schools to enhance mental health and well-being.
- 3 Promoting mental health resilience through sports-based interventions in schools, communities, and the workplace.

THE SUMMIT

NDO, hosted the first sports and mental health summit in Kuala Lumpur proudly hosted by the Nicol David Organisation from **October 30th - November 2nd, 2025.**

This pivotal gathering brings together Malaysia's most influential leaders in business, education, sport, and government to ignite a powerful movement: **using sport as a strategic tool to combat the country's growing mental health crisis and uplift the lives of children, youth, and families nationwide.**

The **4 day** event will host sports carnivals, sports activations and learning hubs for attendees.

THE EXPERIENCE



The Summit

Listen, be inspired and reflect of the stories of impact of sports as a tool for addressing mental health issues.

NOV 1

Attendees: 200

The Squash and Fun Carnival

Bringing public school students together to experience different sports activities from international sports for good programmes and national sports association.

NOV 2

Attendees: 350



Pickleball Activation

1 pickleball exhibition court inside Pavilion Bukit Jalil for activations catered to sponsors and summit attendees only.

OCT 30- NOV 2

Attendees: 2000

Pickleball Exhibition Match

Celebrity pickleball match

NOV 1



SPORTS AND MENTAL HEALTH SUMMIT 2025

TOTAL AUDIENCES
4500
OVER 4 DAYS

SPORTS AND MENTAL HEALTH SUMMIT
200
GUESTS

NICOL DAVID SQUASH AND FUN CARNIVAL
350
PARTICIPANTS

PICKLEBALL ACTIVATION
3 PICKLEBALL ACTIVATION
36KOLS
2000
SPECTATORS

MEDIA INTERVIEW & BROADCASTS
tv1, my8, B, BERNAMA, mix, BFM, Lite

PRESS, ONLINE & SOCIAL MEDIA
The Star, Metro, the Sun, GEMAS, HANAWAY, BURU, ndo

142
Media Coverage

SUMMIT PANELS

1



YB Hannah Yeoh's Opening Speech

In her opening speech, YB Hannah Yeoh urged collective efforts to harness the power of sport in shaping a healthier nation.

Speakers:
YB Hannah Yeoh

2




PANEL 1
How can sport help overcome key challenges in life and build resilience

National athletes Goh and Noor Askuzaimy reflected on their journeys, offering insights into how sport can shape and enrich one's life.

Panelists:
Goh Liu Ying, Noor Askuzaimy Mat Salim

3



From Champion to Championing Change

Datuk Nicol David reflected on her life journey, emphasizing how sport can help tackle rising mental health challenges and empowering the audience to be part of the movement.

Speakers:
Datuk Nicol David

4



PANEL 2
The Role of Coaches, mentors and leaders in ensuring success

With insights from their roles as a coach and a leader, Liz and Joanne underscored the vital role mentors play in shaping a person.

Panelists:
Joanne Rodrigues, Liz Irving, Mariana De Reyes

5



PANEL 3
Grassroots programmes capitalising in sports for a better future

Corporate leaders and experienced practitioners discussed the power of sport in building a healthier nation through societal-level, grassroots initiatives.

Panelists:
Cindy Chew, Siti Kamariah Ahmad Subki, Dr. Yatela Zainal Abidin, Thanuja Ananthan

KEY OUTCOMES



"Because sports is the uniting form that brings us all together. It's about the team around you. So create the right team, get the right people around, that positive reinforcements and the support that you need to push you forward."

Datuk Nicol David
Former World Squash Champion



"Don't underestimate the power of being active and learning to feel good about yourself."

Liz Irving
Former World Squash Champion and Coach




"The spirit that we need to plant in ourselves needs to be 'we can do it'. If kids are certain they can do it, they will do it. Don't give up and don't make excuses."

Noor Askuzaimy Mat Salim
Paralympian Boccia Malaysian Champion




"Sports constantly challenges you. No matter you win or you lose, you still rise up to the game. When you learn resilience, it helps you to face uncertainties."

Goh Liu Ying
Former Olympic Badminton Silver Medalist



"For too long, sports has been seen through the narrow lens as a race for medals, trophies, and rankings. But the truth is - sports was meant to create people, people who can learn to lead, persevere, to care for others and to find strength in themselves."

Mariana De Reyes
CEO & Co-founder of Nicol David Organisation



"Visualise and think about what your full potential looks like then work towards it."

Joanne Rodrigues
Group Chief Financial Officer, AFFIN Group



"These human experiences and smiles (through sports) are things that no money can buy."

Siti Kamariah Ahmad Subki
Managing Director, Yayasan Hasanah



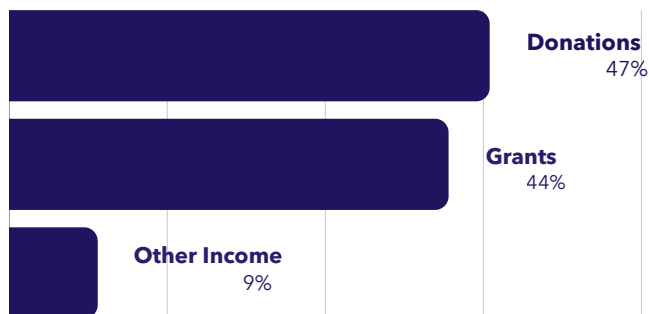
"(Participating in) sport is where you can experience social inclusion and the feeling of belonging."

Dr. Yatela Zainal Abidin
CEO, Yayasan Sireh Darby

OUR FINANCIALS

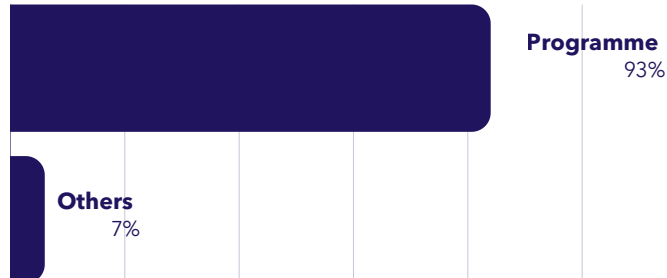
January 2025-December 2025

Income



Total Income
3.19 Mil

Expenses



Total Expenses
2.25 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.

MESSAGE FROM CEO



2025 has been a year of meaningful growth, collaboration and measurable impact for the Nicol David Organisation. Every programme we delivered reflected our commitment to empowering children and families through sport, education and well-being, while building stronger, healthier communities across Malaysia.

This year, we expanded our reach through the continued growth of our +Play programme, strengthened our work with educators, introduced new initiatives and deepened partnerships with organisations that share our belief in creating lasting social change. These milestones represent more than programme delivery, they reflect the trust placed in us by communities, schools, partners and supporters who believe in the power of prevention and early intervention.

Our impact is made possible thanks to our supporters, funders but especially because of our NDO Team who pour their heart and soul every day to work with the children and families we serve. This was an amazing year for our foundation thanks to them.

As we look ahead, we remain focused on scaling evidence-based programmes, strengthening strategic partnerships and measuring outcomes that create sustainable change in Malaysia.

Mariana de Reyes

Board of Directors



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



Datuk Nicol David



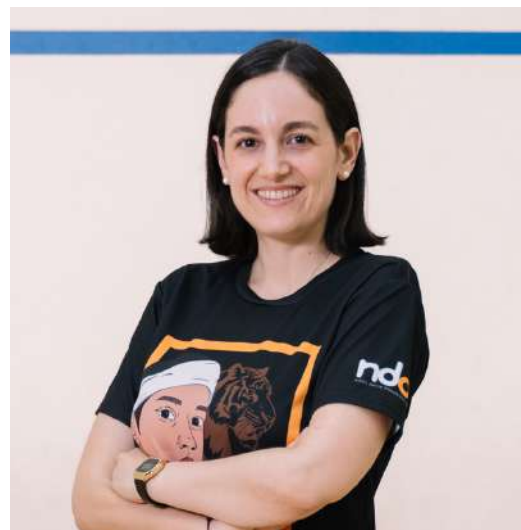
Dato' Thomas Lee



Dato' Shahira Ahmed Bazari



Antony Lee



Mariana de Reyes



Acknowledgements

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





Nicol David Organisation Berhad

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