EMPLOYEE ENGAGEMENT TOOLKIT

Turning Your Workplace Into a Force for Malaysian Education

A guide for HR & Employee Engagement teams partnering with Teach For Malaysia

Year-End Giving Season 2026

Why We're Reaching Out

Thank you for the partnership between your organisation and Teach For Malaysia (TFM). Beyond your company's contribution, we believe there's an opportunity to extend the spirit of giving to your employees: turning individual goodwill into a collective impact on Malaysian education.

This toolkit is designed to be simple: pick one idea (or combine a few), and our team will support you every step of the way. No idea here is compulsory or exclusive. Think of this as a menu, not a checklist.

Who is Teach For Malaysia?

TFM is a non-profit organisation working towards a future where all children in Malaysia will have the opportunity to realise their potential through quality education. We recruit, train and develop young professionals to teach in high-need schools for 2 years.

Founded in 2010, Teach For Malaysia (TFM) is a proud member of the Global Education Network Teach For All, a collective of education organisations in 63 countries worldwide.

Why Employee Giving Matters For Your Organisation

Involving your employees isn't just good for TFM — it creates real value for your organisation too:

- **Higher employee engagement:** shared purpose and volunteering opportunities are consistently linked to morale, retention and a sense of belonging at work.
- **A deeper and more meaningful partnership with TFM:** moving from a somewhat impersonal corporate sponsorship to a more personal engagement that directly touches each employee in the organisation.
- **Stronger ESG & CSR reporting:** documented, employee-driven giving is a tangible data point for sustainability disclosures (increasingly expected of Bursa Malaysia-listed companies and their supply chains).
- **Tax efficiency:** donations to LHDN-approved institutions under Section 44(6) of the Income Tax Act 1967 are deductible up to 10% of aggregate income, for both individual employees and the company. Year-end is when this benefit is most top-of-mind.
- **Positive employer branding:** a well-run giving campaign is easy, authentic content for internal newsletters, LinkedIn and employer-branding channels.

Three Ways Your Team Can Get Involved

Choose one pathway, mix and match, or run all three across the season: whatever fits your organisation's culture and timeline.

1 Fundraise Through an Employee Event

Turn a team activity into a fundraiser. This works well for organisations with an active social committee or an upcoming year-end event.

Ideas your team can run

- **Casual Day / Jeans Day:** employees donate a small fixed amount to dress down for a day or a week.
- **Bake sale or festive bazaar booth:** pair with year-end office parties or Deepavali/Christmas celebrations.
- **Steps or fitness challenge:** employees log steps/km over 2–4 weeks; the company or colleagues pledge per milestone reached.
- **Talent show, trivia night or games tournament:** ticketed entry, proceeds go to TFM.
- **Silent auction or raffle:** great if your company has vendor relationships that can donate prizes.

2 Direct Employee Giving Before Tax Season Closes

The simplest option: your HR or Employee Engagement team shares TFM's donation channel directly with employees, timed to land before the tax year closes on 31 December.

How it works

- TFM provides a dedicated donation link and DuitNow QR code that can be shared via email, intranet, WhatsApp or noticeboards.
- Employees donate any amount, directly and voluntarily, with no company funds involved.
- Every donor receives an official tax-deductible receipt from TFM for their personal tax filing.

Why the timing helps

- Framing this as “give before the tax year closes” gives employees a concrete, low-pressure reason to act and a genuine benefit for doing so.

3 Company-Matched Giving

Your company matches every donation your employees make, up to an agreed cap; doubling (or more) the impact of either Option 1 and/or Option 2, capped at the fundraising target set for employees to fundraise.

How it works

- Your company sets a matching pool and ratio (e.g. RM1-for-RM1 or RM2-for-RM1, capped to RMX,000 fundraising target set.
- Employees donate through the same TFM link/QR code.
- TFM tracks total employee donations and shares the figure so your company can process the matching contribution as a lump sum or per employee, whichever is easier for your finance team.

Why it works

- Matching is one of the most well-recognised employee giving mechanisms globally. It visibly shows employees that their company stands behind their choice to give. By matching the funds, employees feel more motivated that every ringgit donated will double the impact for the children of Malaysia,

What Teach For Malaysia Provides, Every Step of the Way

- A TFM speaker for briefings, town halls or events: in person (Klang Valley) or virtual (nationwide).
- Ready-to-use collateral: posters, email/Slack copy, social media assets that you can customise further, and a short impact video.
- A dedicated donation link and DuitNow QR code for your organisation.
- Official tax-deductible receipts for every donor, if requested.
- A short post-campaign impact report you can share internally or in your CSR/sustainability reporting.

Suggested Timeline

A sample 4–week runway which is flexible based on your internal calendar:

Week	Activity	Owner
Week 1	Kick-off call between TFM and your HR/Engagement team to pick pathway(s) and confirm details	TFM + You
Week 1–2	TFM shares collateral, donation link/QR and (if needed) confirms speaker slot	TFM

Week 2–3	Internal promotion: emails, intranet post, event or campaign goes live	You
Week 3–4	Campaign runs; TFM speaker joins event if applicable	TFM + You
Before 31 Dec	Final push reminder: “last chance for this year’s tax deduction”	You
After close	TFM issues receipts and shares an impact report	TFM

Partnership Stories

CACEIS Malaysia Sdn Bhd

From 2025 to 2026, CACEIS has run employee matching initiatives whereby their employees donate towards Teach For Malaysia and submit a form to their HR in order to get a ticket to an employee event (such as a marathon or 2nd hand tech sale). All donations from employees are tax exempted, and CACEIS proceeds to match donations up to a certain amount, doubling the donation value and impact for our organisation.

The Gardens Mall

During Ramadan 2026, The Gardens Mall matched customer donations up to RM10,000 while providing us a booth for awareness and fundraising purposes. They provided custom made bookmarks to encourage donations.

Next Steps

Interested in exploring any of these options or want to talk through what would work best for your organisation? Or you may already have some ongoing activities or fundraising ideas, where we can collaborate together. We're happy to come to you.

Get in touch

Tasha Raj
Partnership Development, Teach For Malaysia
tasha.raj@teachformalaysia.org | +60 12 364 6150

We can set up a short 30-minute call if you’d like to know more