PROGRAMME REPORT 2026

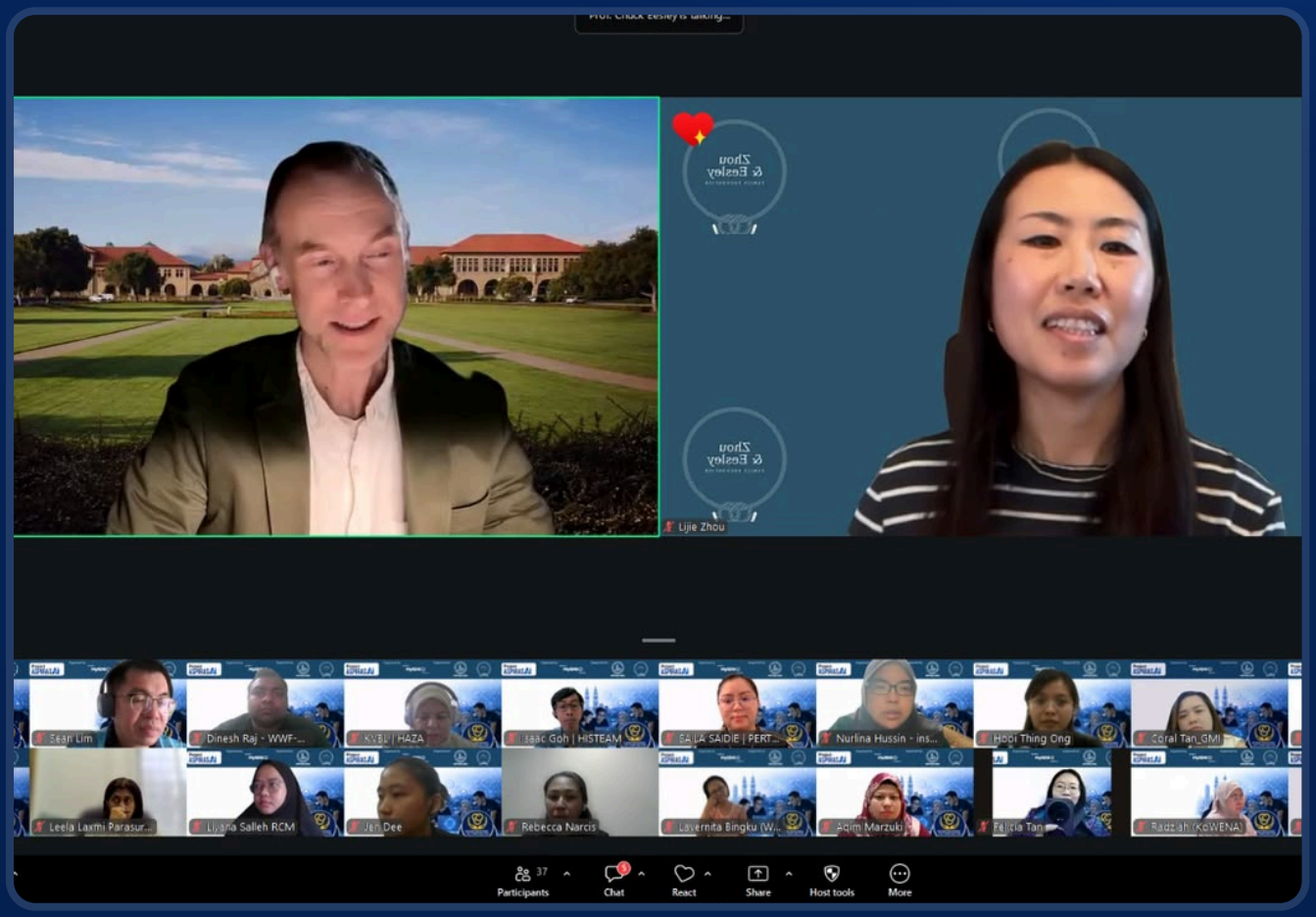
2026

JULY – OCTOBER

Project ASPIRAS AI

AI Transformation for Nonprofits. 10x Impact. Real Results.

A four-month, cohort-based AI transformation programme for Malaysian nonprofits, under the Mainstreaming the 3rd Sector for Social Economy initiative (RMK13).



ORGANISED BY

Akademi MySDG Academy

SUPPORTED BY

APPGM-SDG

Zhou & Eesley Family Foundation

EXECUTIVE SUMMARY

From cautious users to confident practitioners

Every respondent now rates their confidence using AI at work 4 or 5 out of 5, up from 4 of 14 before the programme. Thirteen of 14 were satisfied, and 9 have already adopted an AI-use policy or guideline in their organisation.

4.57 / 5
OVERALL SATISFACTION
13 of 14 respondents satisfied (rated 4–5)

3.2 → 4.4
CONFIDENCE USING AI
Confident respondents rose from 4 to all 14

+50
NET PROMOTER SCORE
8.8 / 10 likelihood to recommend to a peer

4.4–4.9
MODULE RATINGS
Average across relevance, delivery, homework and applicability

11 of 14
APPLIED AI TO REAL WORK
Already using AI tools on live work tasks

9 of 14
ADOPTED AN AI POLICY
Organisational AI-use policy or guideline in place

What the programme delivered

ASPIRAS AI took a cohort of Malaysian nonprofits, social enterprises and education organisations through four live implementation sprints between July and September 2026, led by trainer Lijie Zhou. Each session paired short concept inputs with hands-on exercises completed live, followed by homework applied to participants' own organisations.

The programme closed with a Result Showcase on 16 October 2026, where organisations presented what they had built. Participants are now applying AI to reporting and data analysis, publicity and social media, grant writing, reusable Claude Skills and organisational AI policies.

> **Worth the time.** 13 of 14 respondents agreed the programme was worth the time they invested (average 4.50 / 5).

Based on 14 valid responses to the end-of-programme survey, 13–16 October 2026

ABOUT THE PROGRAMME

Beyond chatbots, toward operational AI integration

Project ASPIRAS AI helps nonprofits in Malaysia move beyond basic chatbot use toward deep operational AI integration.

Its practical, localised curriculum equips teams to work smarter, communicate better, raise more funds and deliver greater impact. The programme set out to help **15 selected organisations** achieve organisational effectiveness through operational AI integration.

ASPIRAS AI is part of the **Mainstreaming the 3rd Sector for Social Economy** initiative under the 13th Malaysia Plan (RMK13), curated by MySDG Academy.



The programme's call for registration.

Programme at a glance

Organiser	MySDG Academy
Supported by	APPGM-SDG; Zhou & Eesley Family Foundation
Format	4-month cohort; live implementation sprints on Zoom, 10:00–11:30am, with homework between sessions
Pathways	Paid pathway at RM1,999 per organisation, or a fully sponsored seat awarded through panel selection
Network	All participants join the growing ASPIRAS AI network of AI-ready leaders and organisations
Culmination	Result Showcase, 16 October 2026

PROGRAMME SUPPORTER

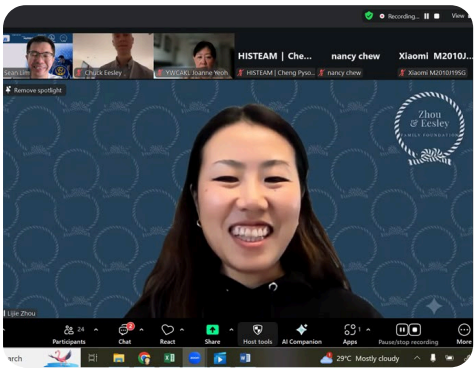
Zhou & Eesley Family Foundation

Co-founded in 2021 by Lijie Zhou and Prof. Charles Eesley, the foundation works to widen access to technology careers and entrepreneurship. It supports computer science training and startup education for underserved communities, so that talented people who lack access to these fields can learn to build technology, launch ventures and create opportunity for their community.

zhoueesleyfoundation.com

DELIVERY

Four live sprints and a Result Showcase



LEAD TRAINER

Lijie Zhou

Lijie is a Forward Deployed Engineer at Reducto, where she deploys AI models into complex enterprise environments and makes sure they run reliably and securely in production. Before Reducto, she spent ten years in infrastructure and security engineering at early-stage startups and large technology companies, including Facebook, Gusto, McAfee and Inworld AI.

For ASPIRAS AI, Lijie designed and delivered every session, pairing short concept inputs with hands-on "your turn" exercises that participants completed live. She is also co-founder of the Zhou & Eesley Family Foundation.

Curriculum and session timeline

17 JUL 2026 — 01

AI Foundations, Responsible Use & Prompting

Responsible, PDPA-aware use of AI and structured prompting.

14 AUG 2026 — 02

AI for Operations & Productivity

Reporting, data, scheduling and repeatable workflows, including reusable Claude Skills.

28 AUG 2026 — 03

AI for Communications & Fundraising

Captions, publicity content, donor communications and grant writing.

25 SEP 2026 — 04

AI for Earned Income & Financial Sustainability

Using AI to explore and test earned-income ideas.

Result Showcase · 16 Oct 2026

Participating organisations present their AI applications

PROGRAMME CLOSE

WHO TOOK PART

A cross-section of Malaysia's third sector

The cohort brought together community, social-care, environmental and consumer-rights organisations from Peninsular Malaysia and Sabah, from volunteer-run groups to organisations with more than 50 staff.

YWCA Kuala Lumpur · HISTEAM · WWF-Malaysia · Reef Check Malaysia · Sambodhi · inspiraComm · FOMCA · Pertubuhan Hijau Lestari Sabah

ORGANISATION TYPE

Nonprofit / NGO	11
School or university	2
Social enterprise	1

SEAT

Sponsored or fee waived	11
Paid	3

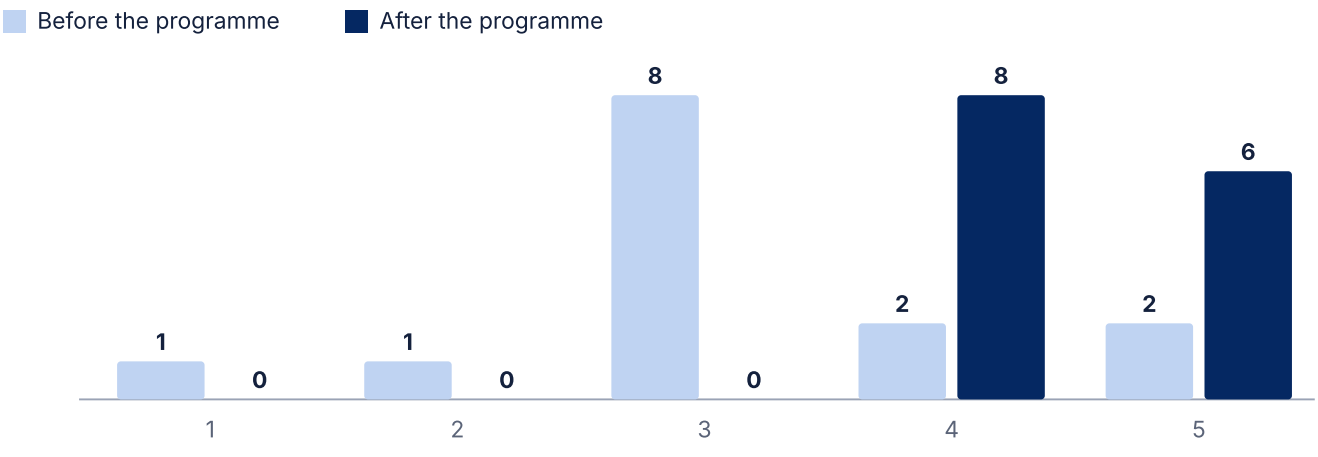
RESPONDENT ROLE

Executive director / CEO	4
Operations, finance or admin	3
Programme staff	3
Communications or fundraising	2
Board member or volunteer	1
Intern	1

Paid staff: 2 volunteer-run · 4 with 1–5 · 1 with 6–20 · 4 with 21–50 · 3 with 50+. 11 of 14 attended all four modules; at least one caught up via recordings and homework.

RESULTS · CONFIDENCE

Every respondent now rates their AI confidence 4 or 5 out of 5



Self-rated confidence: 1 = not at all confident, 5 = very confident (number of respondents)

RESULTS · MODULE RATINGS

Every module rated 4.4 or higher out of 5

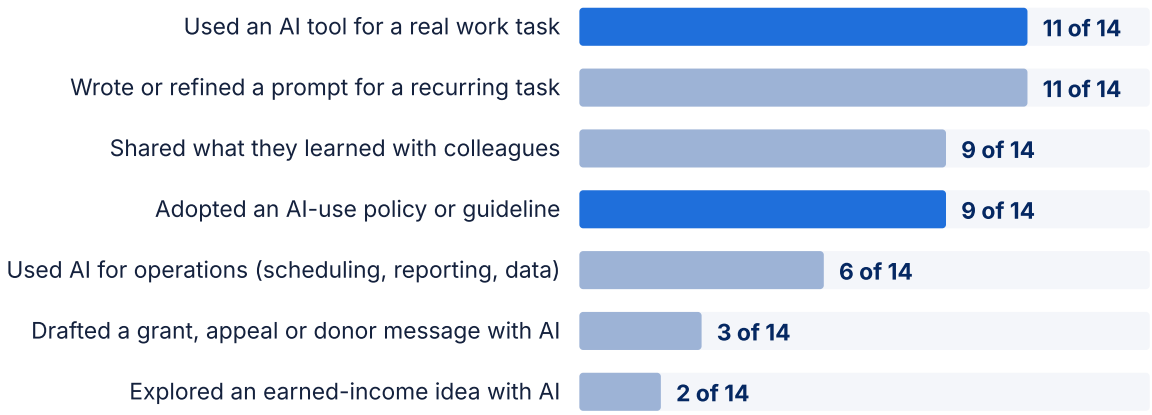
Module 1 scored highest and was most often named the most valuable (7 of 14 respondents), followed by Module 3 (4) and Module 2 (3).

MODULE	RELEVANT TO MY WORK	CLEARLY DELIVERED	HOMEWORK USEFUL	CAN APPLY IT
1. AI Foundations, Responsible Use & Prompting 14 raters	4.86	4.86	4.71	4.86
2. AI for Operations & Productivity 13 raters	4.77	4.62	4.77	4.69
3. AI for Communications & Fundraising 12 raters	4.50	4.58	4.42	4.50
4. AI for Earned Income & Financial Sustainability 13 raters	4.38	4.54	4.54	4.46

Average agreement on a 1–5 scale; respondents who did not attend a module are excluded.

RESULTS · FROM LEARNING TO PRACTICE

11 of 14 already use AI on real work; 9 have adopted an AI policy



Applications participants describe include building reusable Claude Skills, drafting an organisational AI policy and planning an organisation-wide AI agent, AI-assisted reporting and data analysis, festival publicity posters and social content, and grant applications.

Number of respondents out of 14; more than one answer allowed

IN THEIR WORDS

Faster, better work — and new confidence

> I found that all the sessions were well-structured and complemented one another seamlessly. Kudos to the team for putting together such a valuable learning experience.
>
> Operations, finance and admin · nonprofit with more than 50 staff

> I applied AI tools to streamline Sambodhi's festival publicity by generating poster designs and social media content. With the right prompts, I can generate poster designs and social media content much faster, saving time while maintaining quality and consistency.
>
> **Felicia Lee** · Sambodhi

> Now, I am very confident to write a grant application.
>
> Executive Director · volunteer-run nonprofit

> Previously I will spend a few conversations to get the things I want, now normally at the first or second draft I can get what I need ... so definitely it makes my work easier.
>
> Operations, finance and admin · school or university

> AI provides many opportunities if you know how to use it ethically.
>
> **Nurlina Hussin** · Executive Director, social enterprise

> I have developed the Claude Skills, plan to create more to complete tasks for my work because I find this very fascinating and useful.
>
> Operations, finance and admin · school or university

> Worth it!
>
> On the programme fee · Executive Director, **Pertubuhan Hijau Lestari Sabah**

> Very reasonable fee for this type of training.
>
> Operations, finance and admin · nonprofit with more than 50 staff

> I'll slowly learn how to use Claude, especially its features like Skills, as it seems more convenient to use.
>
> Operations, finance and admin · nonprofit with 1–5 staff

Quoted with consent; names shown only where permission to name was given

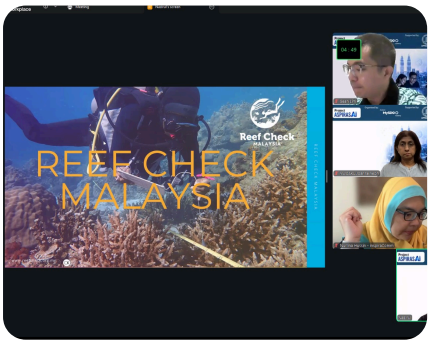
MOMENTS FROM THE PROGRAMME

Showcasing what the cohort built

The Result Showcase on 16 October 2026 gave each organisation a timed slot to present what it had built with AI.



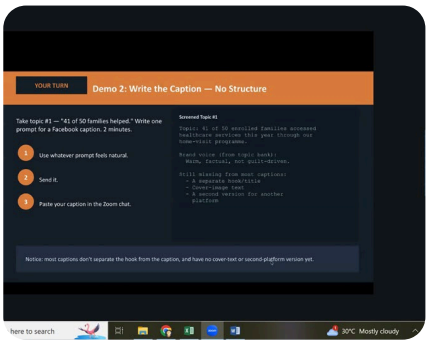
The ASPIRAS AI cohort together at the Result Showcase, 16 October 2026.



Reef Check Malaysia presents its AI applications at the Result Showcase.



HISTEAM presents the 7979 Holistic Care Relief Network at the Result Showcase.



A hands-on “your turn” exercise: prompting for a Facebook caption.

Photos: Zoom captures from the live sessions and Result Showcase

LOOKING AHEAD

Building on a strong first cohort

The next cohort can build on strong ratings by easing the step up in difficulty after Module 1 and closing the remaining barriers to adoption.

Bridge the difficulty curve

Several respondents found Modules 2–4 a jump from Module 1. Pre-reading, worked case studies and ready-made dataset templates before each session would help.

Make data privacy a standing thread

Data privacy and ethics was the most cited barrier (7 of 14), even as PDPA guidance was among the most valued content.

Address tool cost

Five respondents named the cost of tools; a guide to free and nonprofit-priced options would lower that barrier.

Plan for advanced topics

Requests include workflow automation, building and sharing Skills, AI agents, and AI for bookkeeping and financial statements.

Data notes

- **Survey:** Project ASPIRAS AI 2026 End-of-Program Survey, 15 submissions received 13–16 October 2026. One test-only submission was excluded, leaving 14 valid responses. The programme targeted 15 organisations.
- **Scales:** satisfaction, value and confidence on 1–5; module statements on 1–5 agreement; likelihood to recommend on 0–10. Net Promoter Score = % promoters (9–10) minus % detractors (0–6).
- **Quotes:** drawn only from the 12 respondents who consented to be quoted. Names appear only where permission to name was given. Minor spelling was corrected.
- **Programme details:** from the call-for-registration poster and mysdg.academy/programs/training/aspirasai. Module titles follow the curriculum as delivered.

Mainstreaming the 3rd Sector for Social Economy

ORGANISED BY

Akademi MySDG Academy

SUPPORTED BY

APPGM-SDG

Zhou & Eesley Family Foundation