

THE  
WHYTEHOUSE



Education Group®

# IMPACT REPORT

## 2009-2023 (March)



*WhyteHouse Education Group Sdn Bhd*  
(1113056-X)

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“ Teach the children...  
so it will not be necessary to  
teach the adults.”

Abraham Lincoln



# Humble Beginnings

As the saying goes, 'A journey of a thousand miles begins with a simple step.' The WhyteHouse journey began in 2009, sparked with a progressive idea and vision unfamiliar to many a decade ago.

The first school opened at Sungai Ara, Penang, with only three students. Rates were premium at that time, and the journey was arduous.

The school's guiding principle was and still is always to place the child's well-being first and foremost. The school believes that the significance of academic excellence is parallel to the development of a child's self-perception and confidence, both of which are influenced by a child's relationship with others.

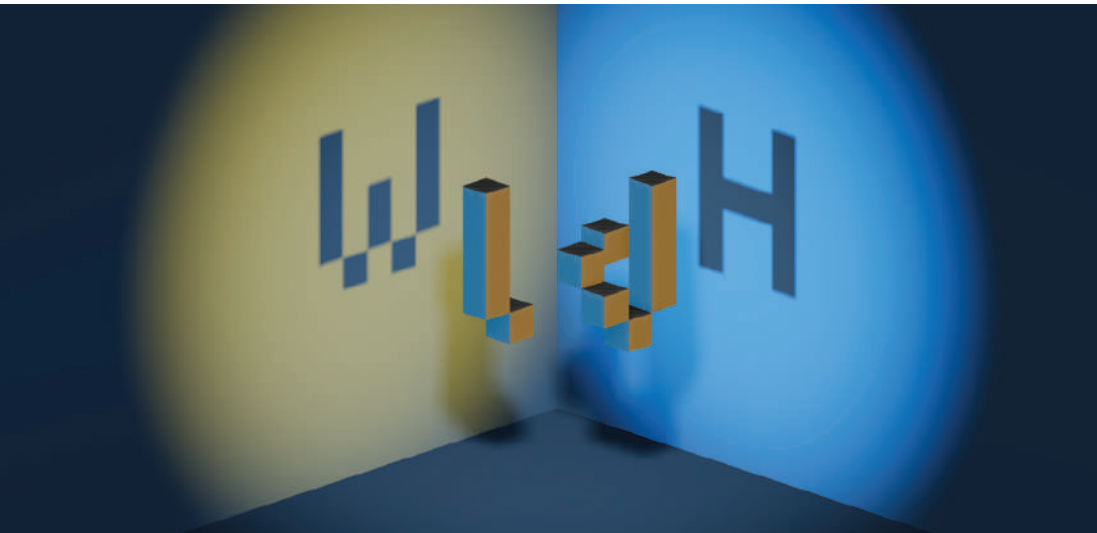
As the years went by, parents began to be more receptive to the principles embodied by the school, and trusting relationships were also formed between caregivers and parents.

Naturally, the student count multiplied astronomically; today, the WhyteHouse Education Group proudly boasts 3 schools across the state and multiple publications over the years, with an online professional development platform in tow.

The school's curriculum and teaching methodology have also evolved over time and will continue to be at par with educational reformations within and outside the country.

**“A Decade of  
Excellence”**

**since 2009**



# Impact at a glance!

## Available Centres

### 4 centres

- ✓ WhyteHouse Care Centre: P/TI 010/2022
- ✓ Kindergarten license: P5B0047 P5B3027
- ✓ WhyteHouse Care Centre (Pusat Jagaan) P/PJH KK 029/2022

## For our children

- ✓ More than **4000** days of In-house creative learning
- ✓ More than **20** school trips
- ✓ More than **400** sessions of virtual learning

**The Nature Classroom at Habitat Penang**  
(nature classroom in one of the oldest rainforest in Malaysia)

## International Outreach/ Collaboration

- ✓ Collaborated with qualified professionals from more than **15** countries
- ✓ More than **30** international story tellers and science educators

- ✓ HRDF ID number: 1113056-X

**First preschool in a science centre**  
**Tadika WhyteHouse @Tech Dome**

## Community Outreach for Teacher's Development

- ✓ More than **12** free lecture series benefit all preschool teachers *(including non-WhyteHouse teachers)*
- ✓ **7** days free early years conference
- ✓ More than **25** experts speakers and panels from related field
- ✓ Free access for **12,000** government preschool educators

**First Corporate Childcare in Batu Kawan**

## Publications

- ✓ ID: 978-967-26360
- ✓ Published more than **45** books

# Timeline

First WhyteHouse Centre @ Sg Ara

2009

2013 – 2015  
Kindermusik Maestro Certification  
Maestro Certification – Mezzanine Level

2013

1 The Malaysia Book of Records for organising The Largest Simultaneous Participation in a Colouring Event

20,777 Participants      111 Locations

2014

1 Launching of PLC Nursery Books & Creative Learning Centre at Penang Public Library

2015

by YAB Toh Puan Dato' Seri Utama Hajah Majimor Binti Shariff

2 The Malaysia Book of Records for organising The Largest Simultaneous Participation by Children in a Colouring Event

101,235 Participants

2017

1 Relocation of WhyteHouse Education Group to Arena Curve

2018

2 Launching of 36 Books of the Young Scientist Series

by Tuan Yang Terutama Tun Dato' Seri Utama (Dr) Haji Abdul Rahman Bin Haji Abbas, Governor of Penang

3 The Malaysia Book of Records for publishing The Most Number of Science Books for Children Published in a Single Event

Total of publication: 20 science books

1 The Malaysia Book of Records for organising The Largest Participation in a Leadership Training Seminar

51,368 Participants

**10th Anniversary Celebration of WhyteHouse Education Group**

**2020**

**1 Launching of Botanical Garden Iconic CSR Project**

Five months of preparation of landscaping works with a cost of about RM50,000

**2 Fun with International Storytelling Event**

Stories in Bahasa Melayu, English, Mandarin & Tamil  
97,000 views reach on Facebook

**3 Launching of Tadika WhyteHouse @ Tech Dome**

**4 The launch of Nature Classroom by WhyteHouse & Habitat Penang Hill**

**1 Reader's Choice Awards 2021 (10th Anniversary)**

Best Playgroup Curriculum  
Best Kindergarten (Bayan Lepas, Penang)

**2021**

**2 International Family Day: Storytelling Festival**

8th, 9th, 15th, 16th & 22nd May 2021  
10,000 reach on Facebook  
4300 views on Facebook (WhyteHouse page)

**3 The SEGi Group of Colleges and WhyteHouse Education Group**

#EarlyYearsLectureSeries

**4 Launching of Papa Mama & Me: Baby Sensory Edition and Communication: The Key to Good Parent-Child Relationship**

by YAB Toh Puan Dato' Seri Utama Khadijah Binti Mohd Nor, hosted by Penang Public Library Corporation

**2022**

**2 Launching of Special Edition of Baby Sensory Book**

25,000 copies sponsored by The State Government of Penang via the Office of YB Chong Eng  
Available in 4 languages – Bahasa Malaysia, English, Mandarin and Tamil

**1 First Corporate Childcare with Micron**

The very first corporate childcare in Batu Kawan Industrial Park

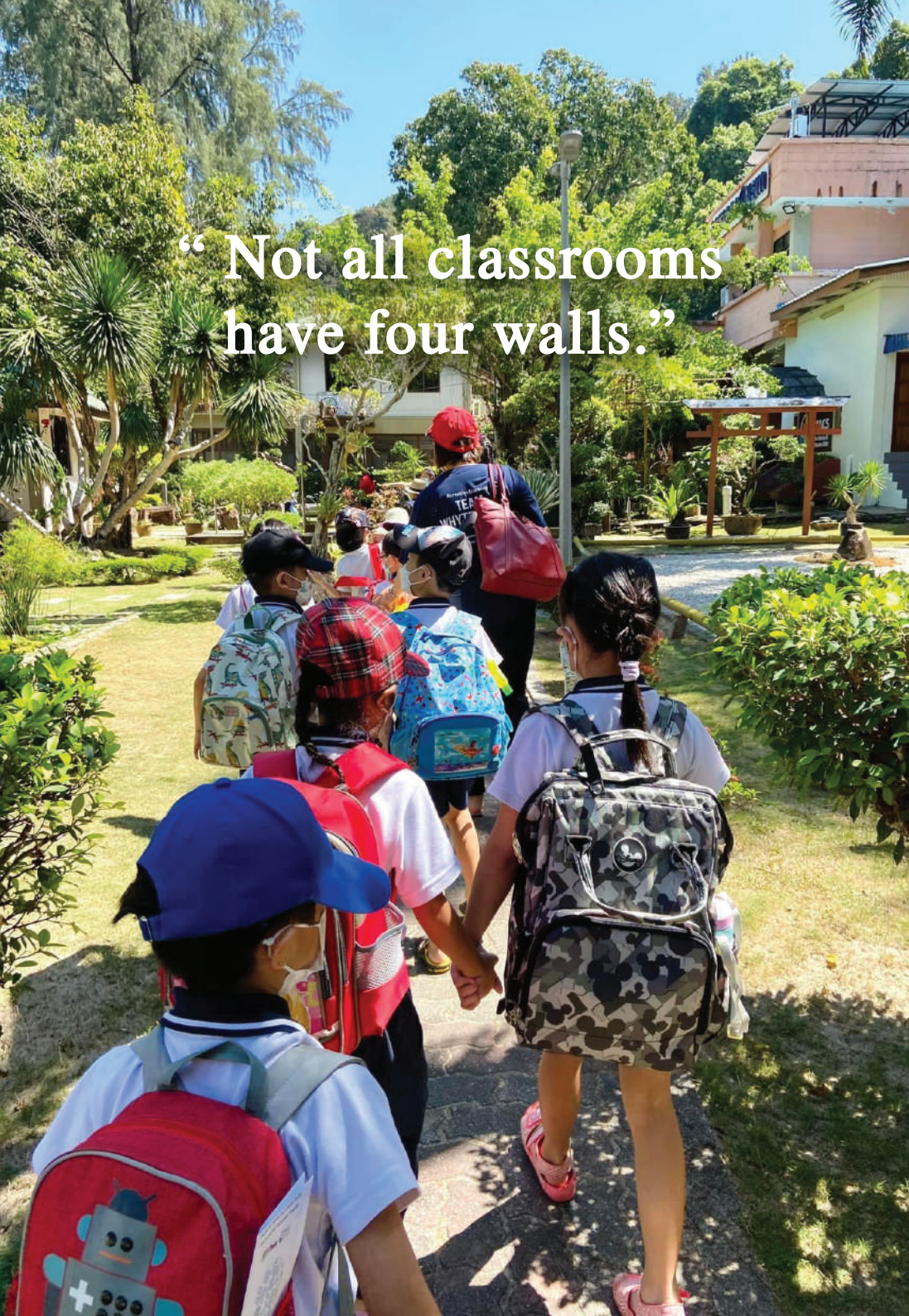
**2023**

**3 SEGi-Whytehouse Early Years International Conference (13-20/8/2022)**

**2 KEMAS x PRESCHOOLEDUCATOR.COM**

Access to the platform for 12000 KEMAS preschool educators and officers nationwide

“ Not all classrooms  
have four walls.”



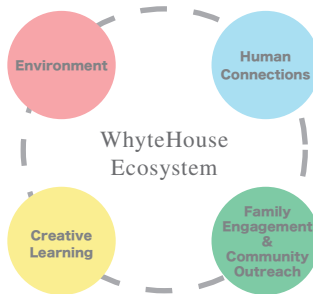


# WhyteHouse Ecosystem

WhyteHouse believes that learning should be fun and that the curriculum is structured in clear sequential sets of experiences to engage new learning with the child's schema of knowledge, resulting in effective learning outcomes.

At WhyteHouse, we offer three programmes for children aged 2 to 6. Our experienced teachers carefully curate the curriculum to provide children with the optimal learning experience. The curriculum covers four primary dimensions of growth; knowledge, skills, dispositions, and feelings. Activities are carefully and purposefully structured to create opportunities for exploration and assist retention of information, acquisition of skills, and understanding concepts.

The WhyteHouse Ecosystem is divided into **4** parts,



## i. Environment

**“ The walls of the classroom belong to our children. ”**

At WhyteHouse, we firmly believe in a safe and clean learning environment that benefits our children's development. Learning tools should not be kept but placed at children's disposal.

The classroom design does not need expensive renovation as a conducive environment is created by positive human interactions within the environment.



**ii. Human Connections**

At WhyteHouse, we prepare our children to be valuable assets in future society by embodying the guiding principles of our philosophy into the curriculum and daily routines. Before meaningful learning occurs, the children need to build a trustable relationship with their caregivers.



**“Positive human interactions create trust and security for our little ones.”**



We encourage interaction and healthy communication among peers and caregivers. Positive human interactions create trust and security for our little ones. The relationship between children and caregivers is crucial in paving the pathway to successful academic development. The learning process will be smoother when a child has a trustable relationship with the caregivers.



**iii. Creative Learning**

**“WhyteHouse curricula were written by qualified teachers and revised every two years ”**



**Playgroup/Pre-Nursery** Programme –  
Play-based learning, thematic learning, Sensory integration



**Nursery** Programme –  
Introduction to formal education, thematic and play-based learning

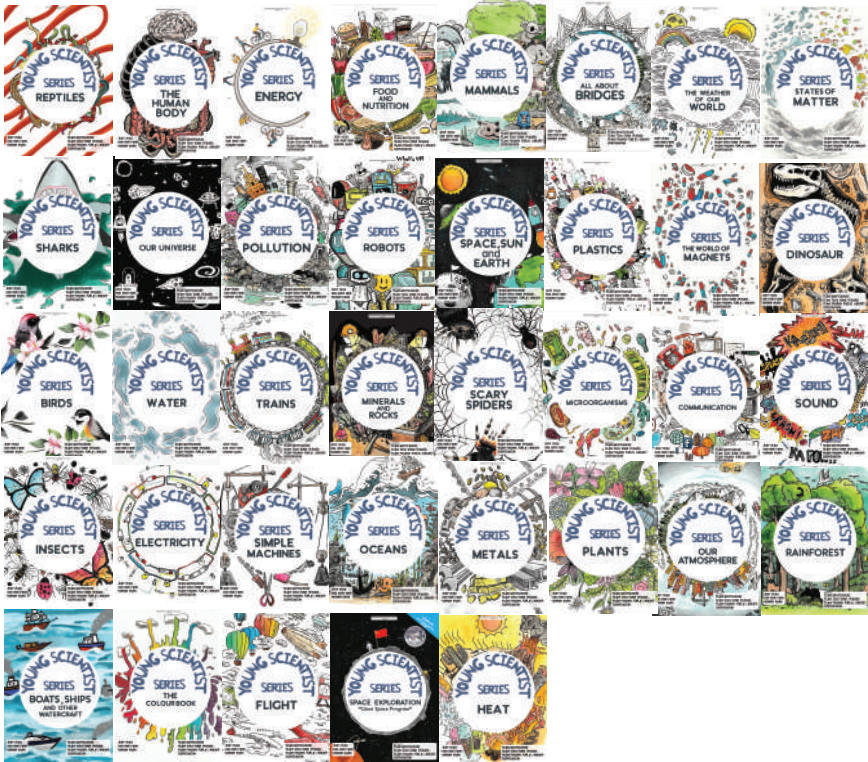


**Kindergarten** Programme –  
Preparation for Year 1 formal learning, thematic with real-life knowledge integration

### iii. Publications

WhyteHouse started in the publishing business by publishing PLC Nursery Books in 2015. From then onwards, WhyteHouse has been adding numerous titles to our publication of books.

WhyteHouse Education Group published 36 titles in the YOUNG SCIENTIST SERIES in 2018.

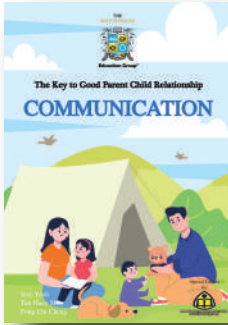


**The Malaysia Book of Records**  
 Most Number of Science Books for Children Published  
 in a Single Event 20 Science Books

10,000 copies of Young Scientist Series was distributed to our National Library to the state libraries nationwide in Malaysia. One of the unique feature of this series is that 95% of the illustration is hand drawn by local artists.



WhyteHouse Education Group adds two (2) titles to our book publication by publishing 'Papa Mama & Me: Baby Sensory Edition' and 'Communication – The Key to Good Parent-Child Relationship'. Papa Mama & Me: Baby Sensory Edition was translated to 4 languages (English, Bahasa Malaysia, Mandarin and Tamil). The book was printed more than 25,000 copies.



Special Edition for The State Government of Penang

#### iv. Family Engagement

Since the beginning of the WhyteHouse Education Group in 2009, we have organized several WhyteHouse-Family events to inculcate family involvement in our children's development.



“At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents.” - Jane D. Hull -

## iv. Community Outreach

### Tadika WhyteHouse @Tech Dome

At WhyteHouse, we believe that each child is entitled to an opportunity in education. Throughout the years in the education business, WhyteHouse has been working hard to materialize it. In 2020, WhyteHouse Education Group proudly launched the first Tadika in a Science centre with bursary for children of government officers.

## “The first preschool in a science centre in Malaysia”

Tadika WhyteHouse @ Tech Dome started with 20 students as the pioneer batch. WhyteHouse has offered special bursary for parents working with the Penang State Government. This project is one of WhyteHouse's CSR projects for quality education.



"This (collaboration between Penang State Government and WhyteHouse) is in line with Industry 4.0 and STEM 4.0 initiatives of the State Government in making Penang 2030 a reality.

I strongly urge all civil servants to take this opportunity to enrol your child at this kindergarten. 'Syabas' and a warm welcome to Tadika WhyteHouse at Tech Dome Penang."

YAB Chow Kon Yeow  
Chief Minister of Penang



**RM910,385.78**

*Bursary for  
Tadika WhyteHouse  
@ Tech Dome  
from 2020-2023 (March)*



"I have been looking for a kindergarten centre in Georgetown, Penang, and I was very happy to have found this centre. The teachers are very caring and are really passionate and providing the best welfare system to the children, and I really recommend their service to everyone."

Farhana Mohd Ismail  
Pembantu Tadbir (P/O)  
Majlis Bandaraya P.Pinang



## “Launching of Botanical Garden Iconic” Sponsored RM50,000 for the entire project

In conjunction of the 10th Anniversary Celebration of WhyteHouse Education Group

After two years, with a proposal from the management of Penang Botanic Gardens, Rose Charities Malaysia and WhyteHouse Education Group has agreed three months of landscaping works with a cost of about RM50,000.

## “SEGi & WhyteHouse - International Family Day: Storytelling Festival”

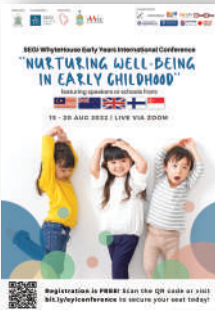
**97,7000 views on Facebook**

Total of 8 international storytellers from Taiwan, New Zealand, United Kingdom, India and Singapore. Stories were available in Bahasa Melayu, English, Mandarin & Tamil.



# WhyteHouse Global Classroom

WhyteHouse Global Classroom is the technology arm of WhyteHouse Education Group that focuses on using technology in Early Childhood Care Education (ECCE).



## SEGi-Whytehouse Early Years International Conference

The Early Years International Conference is a continual effort to inspire our community with ECCE good practices as we work together for quality ECCE services in the country. This seven-day conference benefited early years educators worldwide with the theme of NURTURING HOLISTIC WELL-BEING IN EARLY CHILDHOOD.

### Q List of speakers and panels:

- Prof Dr. Azrin Esmady Bin Ariffin, Deputy Vice Chancellor, SEGi University & Colleges
- Dr Justine O'Hara-Gregan, University of Auckland, New Zealand
- Professor Datuk Dr Cham Heng Keng, Founding President of ECCE Council, Malaysia
- Professor Datin Dr Mariani Md Nor, President of ECCE Council, Malaysia
- Puan Aisha Zanariah Abdullah, President, Montessori Association of Malaysia
- Datin Ang Chin Fun, Vice Chairperson, Board of Governors Southern University College
- Mr Arjuna Raj, Chief Strategy Officer, Little Lives
- Dr Brendan J Gomez, Applied Developmental & Counseling Psychologist, ARCADE (Asian Research Center for Child & Adolescent Development)
- Pn Hazlina Sulaini, Head, Human Resource, Busy Bees Asia
- Ms Eveleen Ling, Chairman Malaysian Association of Kindergartens
- Ms Karen Tan, Vice-President ECCE Council Malaysia
- Ms Sonia Chin, Vice-President Kindergarten Association, Sabah
- Associate Professor Jill Harrison, University of Greenwich, UK
- YB Dato Sri Hajah Fatimah Abdullah, Minister of Women, Child Development and Community Welfare, Sarawak
- YB Hannah Yeoh, Former Deputy Minister of Women, Family and Community Development, Malaysia
- Datin Dr Ng Soo Boon, SEGi University
- Dr Irene Leow, Founder, Seri Mawar Child Care and Development Centre
- Dr Mahani Abd Malik, ECEC MQA Assessor; EC Programme Director, OUM



## FREE WEBINARS

for Early Childhood Care and Education Practitioners and Students



#EarlyYearsLectureSeries

Bringing some of the world's best ECCE thought leaders and experts to you, 1 topic each month for 12 months - completely **FREE!**

### SEGi of Colleges-Whytehouse Education Group Early Years Lecture Series

Now known as the SEGi-Whytehouse Early Years Lecture Series. During the lecture series, participants were taken on a virtual tour across the globe to attend the lectures from our speakers on different continents.

**“more than 60,000 views on Facebook”**



### WhyteHouse Global Classroom App

WhyteHouse Global Classroom is an exclusive mobile app for teachers, students, and parents to get the WhyteHouse learning experience at their fingertips. The app is your insightful and comprehensive resource into the world of learning and education for students and teachers because no matter where your place in life is, there are always more things to learn. The app is available on the Play Store for Android users and App Store for Apple users.





## Early Years Educator Continuous Professional Development (CPD) Platform

**PRESCHOOLEDUCATOR.COM**  
empowering. reimagine.

At WhyteHouse, our founders believe that educators should be equipped with updated knowledge pertaining to early years development. Therefore, the idea of **PRESCHOOLEDUCATOR.COM** came to life. The ECCE professional development platform provides early years educators with updated teaching trends and knowledge to **EMPOWER** the educators so they can **REIMAGINE** their classrooms.



"Berharap dapat memanfaatkan guru dan pembantu pengurusan murid Prasekolah dari segi peningkatan ilmu tentang pengurusan bilik darjah dan pedagogi pengajaran & pembelajaran"

**Tuan Abdul Rashid Bin Abdul Samad**  
Pegawai Pendidikan / Jabatan Pendidikan Negeri Pulau Pinang

"Mengambil inisiatif ini berusaha untuk memimba ilmu pengajaran dan pembelajaran supaya dapat memberikan ilmu yang bermanfaat dengan cara yang lebih menyeronokkan kepada anak-anak kita"

**Tn Abdul Said Bin Hussain (BCN, PKT, PJK)**  
Timbalan Pengarah Pendidikan / Sektor Pengurusan Sekolah / Jabatan Pendidikan Negeri Pulau Pinang



**"Free access for  
89 Permata  
Genius Preschools  
Nationwide"**



Scan to join the platform!

Smart Partnership



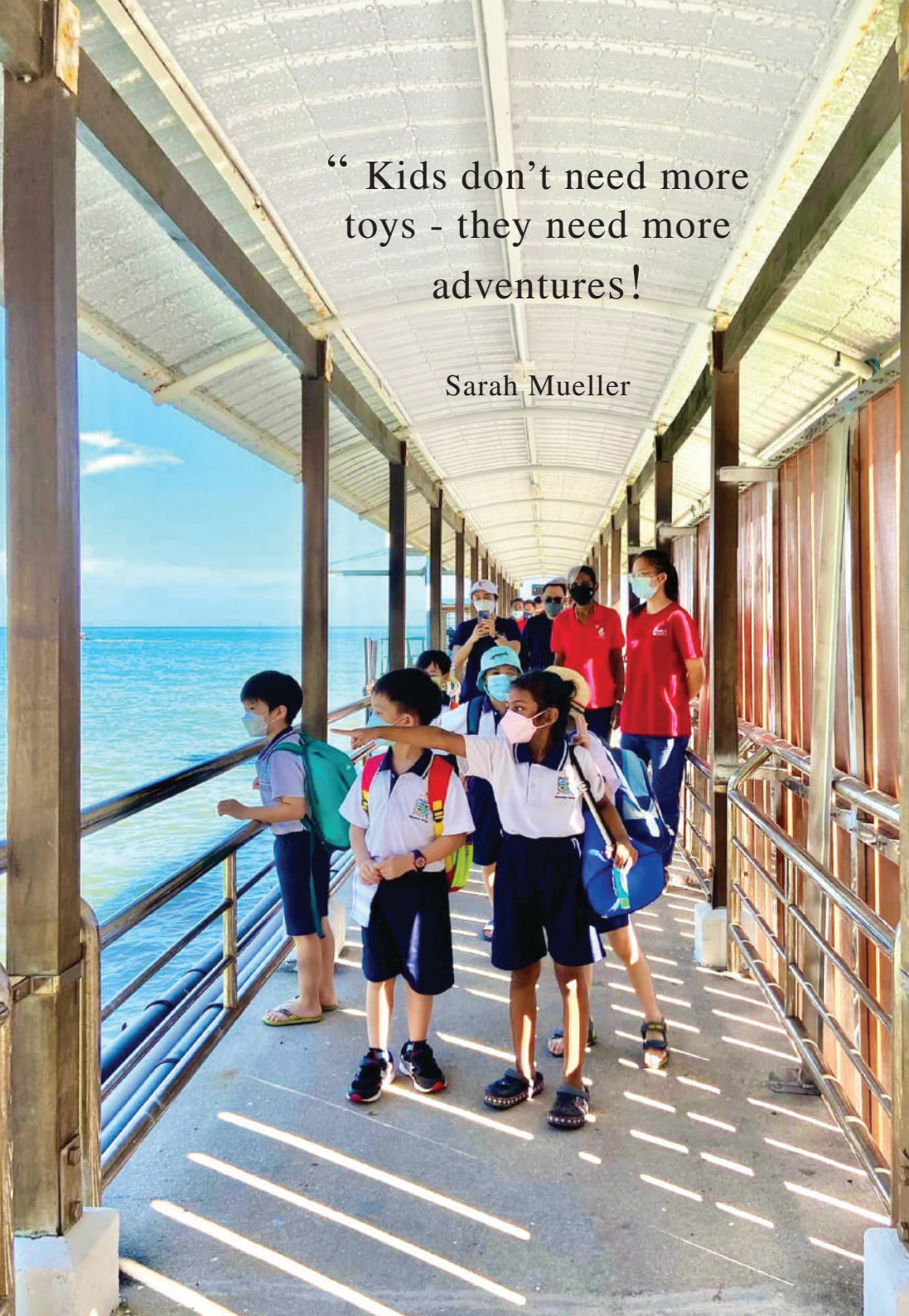
Supported by



**"Free access for  
12,000  
government preschool  
teachers in Penang"**

“ Kids don't need more  
toys - they need more  
adventures!

Sarah Mueller



# Awards and Achievement

WhyteHouse Education Group has grown since our humble beginning in 2009. We have accomplished various awards and achievements in the past 13 years of operation.

October 2014 - **The Malaysia Book of Records**  
**Largest Simultaneous Participation in a Colouring Event**

October 2015 - **The Malaysia Book of Records**  
**Largest Simultaneous Participation by Children in a Colouring Event**

July 2017 - **The Malaysia Book of Records**  
**Largest Participation in a Leadership Training Seminar**

June 2018 - **The Malaysia Book of Records**  
**Most Number of Science Books for Children Published in a Single Event**



**Reader's Choice Awards 2021 (10th Anniversary)**  
 Best Playgroup Curriculum  
 Best Kindergarten (Bayan Lepas, Penang)







**The Star** Moving forward with e-classrooms

by JEREMY TAN

Friday, 29 May 2020

With lessons still improving the Whitehouse Global Classroom is learning lessons for its teachers.

**The Star** Outdoor fun for preschoolers

by ADRIAN LEE

Monday, 10 Jun 2020

With the school term over, Whitehouse Education Group has organised a series of outdoor activities for its preschoolers.

「恭喜幸福幼儿时期」线上国际研讨会 8月13至20日 专家学者主讲

Whitehouse Education Group is pleased to announce the launch of the 'Congratulations on a Happy Childhood' online international seminar.

Book with 100 photos taken by drone unveiled at charity dinner

A book of 100 photos taken by drone was unveiled at a charity dinner for the Whitehouse Education Group.

The Covid-19 pandemic has had a drastic impact on education

Enlightening parents on raising their kids

Parents are being enlightened on raising their kids during a seminar organised by Whitehouse Education Group.

Thank You For Your Continued Support

Whitehouse Education Group expresses its sincere gratitude for the continued support of its donors.

敦沙頓基金會 38周年 29日晚宴籌款充2基金

The Dun Sato Foundation celebrated its 38th anniversary with a charity dinner on the 29th.

Mutiara

Putra Pembinaan Kreatif hari ini impak berkesan dalam dipan negeri

Mutiara magazine highlights the impact of creative training for children in the state.

敦沙頓基金會 29日慈善晚宴

The Dun Sato Foundation held a charity dinner on the 29th to raise funds for its projects.

8日號召7萬人齊填色

A community event on the 8th saw 70,000 people participating in a coloring activity.

16,000 say 'Thank You'

RECORD-BREAKING: Mass cobbling event marks World Gratitude Day

A record-breaking mass cobbling event marked World Gratitude Day with 16,000 participants.

Rakyat n hargai kemamuliaan

Program terima kasih melaikan rakyat menghargai kemamuliaan

A program to honor citizens' appreciation for the honor of their country.

8 OKTUBER 2015

Newspaper page dated 8 October 2015.

感恩计划全马填色活动 7万人同步动笔绘新献

A nationwide coloring activity as part of a gratitude plan, involving 70,000 people.

Program terima kasih melaikan rakyat menghargai kemamuliaan

Program to honor citizens' appreciation for the honor of their country.

8 OKTUBER 2015

Newspaper page dated 8 October 2015.

# MOU's with Local Higher Education Institutions



**SEGi**  
University &  
Colleges



**TARC**  
TUNKU ABDUL RAHMAN  
UNIVERSITY COLLEGE



**SAITO**  
UNIVERSITY  
COLLEGE



THE  
WHYTEHOUSE



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## 2009-2023 (March)



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