

# Pratthanadee Foundation

# 2021



Annual Report



By the Rockefeller Foundation

Dear Friends and Supporters,

Despite what has without a doubt but our most difficult period in 22 years we are still fighting with the same determination, enthusiasm, and optimism that has been our hallmark from Day One.

It's important that we bring positivity to our work because the young women we serve have had an especially hard year. What has surprised us the most is the alarmingly high number of them that have been victims of domestic violence. Many of these young women don't know how to find help and those that do often lack the confidence to do anything about it. They suffer silently. We saw the urgent need to address this shadow pandemic and in 2021 adapted our program.

Educating young women of their rights has been at the core of what we teach in our curriculum. However, this year we further extended our trainings to include important lessons on how to protect oneself against various harmful situations. Lockdowns and quarantines prevented us from conducting our regular workshops in person so instead we distributed over 3,200 training kits across Ubon Ratchathani, Amnat Charoen and Si Sa Ket to help those women that were most in need. In addition, we filmed a series of online guides addressing some of the most serious issues facing these young women and distributed them through our various social media platforms. These videos generate over 22,000 views. Unfortunately, the three most popular ones were 1) How to handle a situation in which you're being stalked 2) What to do if you're being physically abused by your husband or boyfriend and 3) How to handle a dangerous situation. It was a brutal reminder of the vulnerability of the women we help.

So, what's the good news? We are helping more and more women find the courage to seek help, speak up, protect themselves, and fight back. None of these women feel sorry for themselves nor do they seek our pity and most importantly none have given up. It's that hopefulness that humbles us and gives us the energy to keep going.

We haven't had many visitors in the last two years, but we look forward to one day soon seeing some of you in person. We are grateful for the continued belief in our mission and all the messages of support that you send us. We read every email!

Wishing you and your family a safe 2022.

Best,

**Enrique Cuan**  
*Founder*

Dear Friends,

We were hopeful that we would be out of the woods in 2021, but that was not to be. The year was far worse than the one before as Thailand experienced its fourth and fifth waves of Covid infections. The usual convivial atmosphere in the hallways of our foundation office in Bangkok was replaced by silence for most part of the year as we had to move our classes online because of the on-off Covid restrictions. Our team, the students and volunteer teachers took this on the chin and everyone's patience made the disruptions easier to bear. It was tougher for our operations in Ubon Ratchathani.

We were unable to run in-person workshops for at-risk high school girls in the northeast of the country as our partner schools suspended classes or declined to host our workshops for fear of infections. In response, our team designed a self-learning kit and despatched thousands of them to the schools. The kits enabled the students to learn at their own pace and they were well received. We are deeply grateful to the donors, who originally funded in-person workshops, for being flexible and so embracing of our team's innovative response to the physical distancing challenge.

Fundraising was understandably difficult given the global economic fallout from the pandemic. Despite a substantial shortfall in funding for this financial year, we deeply appreciate existing donors who stood by us and new ones who came onboard. Every baht of support helped us and especially the underprivileged girls and women who rely on our training programs. To improve our financial sustainability, we will explore more sources of long-term funding in the new year so that we are less affected by external shocks.

While the last two years have been challenging, the trying operating environment also elicited greater creativity and resilience from our team. I am proud of what they have achieved. In 2022, we will continue to build on what we have pilot tested, such as the self-learning kits, and leverage technology more, but in a judicious way, to widen our reach to underprivileged girls and women.

Sincerely yours,

**M. R. Benchapa Krairiksh**

*Chairwoman of the Board*

# Contents

Introducing Pratthanadee.....	1
Meet our Board .....	2
How Pratthanadee Works .....	3
A Life Changing Program for Women.....	4
Empowering Workshops for Girls .....	5
The Year in Numbers .....	6
The Year in Review .....	7
Notes on Ubon .....	10
Meet our Student.....	12
Meet our Staff.....	13
Meet our Donor .....	14
Meet our Volunteer.....	15
Financial Report (2020-2021).....	16
Key Supporters and Partners in 2021.....	17
Meet the Pratthanadee Community .....	18

## Introducing Pratthanadee

**The Pratthanadee Foundation is a non-governmental organization based in Bangkok, Thailand with a second branch in Ubon Ratchathani province in the northeast of Thailand. Pratthanadee, established in 1999 and officially registered in 2000, is registered under the Office of the National Culture Commission in Thailand (license number: Tor 490/2543 and registry number: Kor Thor 1158) and is affiliated with a partner 501 c(3) tax-exempt organization in the United State.**

A young girl growing up in rural Thailand has few opportunities for education, training and employment. As a result, thousands of young women move to Bangkok each year looking for work to support parents, grandparents, younger siblings and sometimes their own children back home.

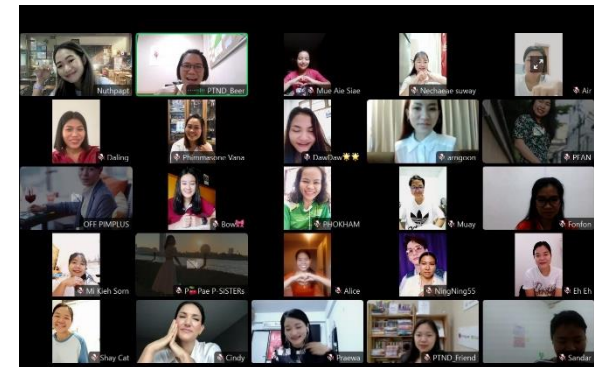
These women arrive in the city with little preparation, no savings, no connections and no real, marketable skills. Their opportunities in Bangkok are limited – factory work, domestic labor, cleaning and sometimes worse. With stark choices and growing financial pressure, they often become trapped in informal, underpaid or unsafe work. The Pratthanadee Foundation works with these women to improve their economic opportunities and to prevent young girls from falling into the same traps.

Through our volunteers and staff, we provide free training in hard and soft skills so women and girls become more confident, independent, ambitious, and are likely to secure better jobs and higher salaries. Our training is offered in Bangkok and in Ubon Ratchathani and surrounding provinces in the northeast of Thailand. Pratthanadee serves two main groups:

- Women who are unemployed or in employment that is unstable, unsafe or underpaid in Bangkok;
- Girls from poor backgrounds in rural northeast Thailand, who are at a crucial point in making decisions about their futures.

The Foundation launched its unique core training program 'Better Me' in 2016. Our 'Better Me' course comprises a series of weekly workshops, accompanied by 1-on-1 mentoring and English language classes, to help women turn their lives around and achieve their goals. Our training workshops for girls are offered in partnership with local schools and include 'Preparing for Success', a career planning workshop, and 'Claim your Rights', a personal safety workshop. Pratthanadee has a small staff team and group of dedicated volunteers. We create a welcoming community, where women feel supported and valued as they take the first step to a brighter future.

We earned a 2021 Silver Seal of Transparency from [guidestar.org](https://www.guidestar.org/).



## Meet our Board

### **Enrique Cuan, Founder**

Enrique founded the Pratthanadee Foundation to help young Thai women develop the skills and confidence they need to move up the economic ladder and forge a new path in life for themselves. His vision is to continue scaling Pratthanadee so that the organization can increase its reach and change the lives of tens of thousands of women a year. Enrique is also a co-Founder of Mercury Capital Advisors, a global financial services firm.

### **M. R. Benchapa Krairiksh, Chairwoman of the Board**

Khunying Benchapa is a graduate of Political Science from Chulalongkorn University. Khunying Benchapa is the former Vice-President of the National Council of Women and Chair of its International Relations Committee. She contributes to many charitable organizations, such as The Foundation of the Promotion of Supplementary Occupations and Related Techniques of Her Majesty Queen Sirikit of Thailand (SUPPORT) and the Saengsawang Foundation.

### **Shannon Kalayanamitr, Board Member**

Shannon is a passionate Women's advocate. She is a mover and a shaker, dedicated to building businesses and deeply connected in sectors of Business, Entertainment & Media, and Women's Rights in Thailand and in Asia.

### **Claudio Caballero, Honorary Board Member**

Claudio has been an engineering and technology executive for over 20 years in the USA and SE Asia, he holds an MBA from INSEAD and has been a supporter of Pratthanadee since its founding.

### **Thipyanipa (Krairiksh) Samalapa Vice Chairwoman of the Board**

Thipyanipa is a graduate of Chulalongkorn University's Faculty of Communication Arts and holds a Masters of Theological Studies from Harvard University's The Divinity School. She contributes to many charitable organizations, not only volunteering but also serving as the Board of such as the Childline Thailand Foundation. She is the founder of JitAton (JitAon.life)

### **Emi Stames, Board Member**

Emi is the co-founder of Zahira Fine Jewellery. focuses her time on business and client development. She's also worked in the entertainment industry in Thailand for many years as a model and tv host. Passionate about charity work she's been hands on working with various organizations over the years focusing on women, children and the elderly.

### **Tamsin Haigh, Honorary Board Member**

Tamsin was the Strategic Development Manager for Pratthanadee for two years. She is now based in Laos working for The HALO Trust, an international NGO clearing landmines and other explosive remnants of war.

### **Ada Jirapaisalkul, Board Member**

Ada is a pioneer in the fields of social entrepreneurship and social investment in Thailand. She is currently ChangeVentures Head of Social Impact Advisory – an affiliated organization of ChangeFusion, Founder and Managing Director of Thai Young Philanthropist Network (TYPN) and Board Member of Khonthai Foundation.

### **Kurt Heck, Honorary Board member**

Kurt Heck is a former software executive from California. He is a Certified Public Accountant and holder of an MBA from the American Graduate School of International Management in Arizona.

### **Soohow Wong, Advisor**

Soohow is formerly Vice President at Channel NewsAsia and part of the Asia-Pacific management team at Habitat for Humanity. He advises the foundation on communications, media and stakeholders' engagement.

## How Pratthanadee Works

We help women in Thailand who are:

- Living a hand-to-mouth existence in low paid, dangerous or demeaning work.
- Undereducated and low skilled, and unsure how to move beyond this.
- Carrying the responsibility of supporting children and family upcountry with very low wages.
- Leading a lifestyle that is damaging their self-confidence, health, and their relationships with children and family.

Our mission is to capture the generosity of donors and volunteers and transform it into free high-quality training and support for underprivileged women, inspiring a new generation of confident, motivated and resilient women.

We aim for Pratthanadee's women to be actively seeking to realize their career and work aspirations by:

- Securing higher quality employment with better working conditions.
- Securing a promotion or a pay rise.
- Taking on further training or education to meet their career goals.

By taking control of their own lives, our women are able to start moving towards independence and financial security, reducing overreliance on unhealthy jobs, relationships and loans.



**women** approach us when they feel stuck and want to improve their lives

if they meet our **eligibility criteria** we enroll them as students

**voluntary training experts** offer their time and skills



this training is delivered to students **for free**

the Foundation designs the **curriculum** and creates training materials

with staff, they develop **effective training** suited to the target group



**students review** the training to make sure it works

students join more training, and use their new skills to **make changes in their lives**

as a result, they **find higher salaries and better quality work** improving their sense of confidence and self-worth



## *A Life-Changing Program for Women*

In 2016, we launched a new core training program: The 'Better Me' Program.

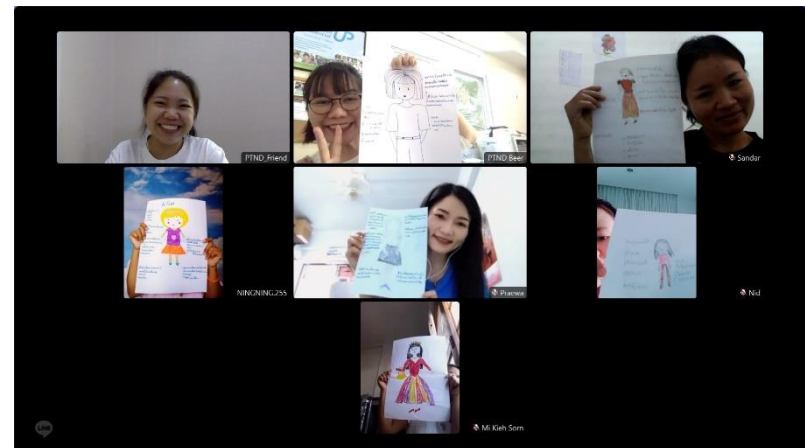
Women at the Foundation now have access to career and personal development training to help set the right attitude and provide tools for success. Over a series of weekly training, the program guides women from feeling trapped, dependent, and hopeless about the future to becoming empowered, optimistic and motivated, ready to explore new opportunities.

'Better Me' lifts women up. It lets them know that they can be more, and then it provides them with the tools and the support to become more. There is nothing else quite like it in Bangkok. It is built on 15 years of trial and error, and the content rivals many private sector personal development programs.

'Better Me' creates real empowerment: an internal and positive change in each woman, so that she can go out and change her life herself.

The program includes four core elements:

- 1. Develop Vital Skills:** 30 hours of career and personal development training, covering topics such as Self-Assessment, Goal-Setting, Women's Law and Rights, Self-Defense, Managing Your Money and Getting the Right Job for You.
- 2. Learn Basic English:** 25 English lessons, taking students up to Level A1 in the Common European Framework of Reference for Languages, and helping them to access higher levels of employment in Bangkok.
- 3. Personal Mentoring Sessions:** A female mentor with regular one-to-one sessions to provide personal help and support throughout the program.
- 4. A Welcoming Community:** Supportive staff, a computer lounge and library, and a welcoming center in the heart of Bangkok.





## Empowering Workshops for Girls

A common solution often proposed to the poverty faced in rural villages across Thailand is to dispatch their children to the city to make money to send home. While the poverty is challenging enough, the male-oriented culture has created an even more unfortunate fate for the women. Often, it is the young female who rescues her family, while men tend to be freer to live their lives.

There is always at least one person in every family, who knows intuitively from an early age that she will become responsible for improving the whole family's life, while the rest of the family lives from her earnings. We work with these young girls before they move to the city, and then direct them to our courses aimed at women in Bangkok if and when they migrate to the capital.

In partnership with local schools, we run two core workshops for girls:

### 1. Claim Your Rights Training

Moving from a village to the capital city can be a shock, and many of these girls will find themselves in risky work in bars, clubs and private homes. We prepare them by providing training in life-saving skills, including:

- ✓ Recognizing and avoiding dangerous situations.
- ✓ Women's law and rights.
- ✓ Basic self-defense.

### 2. Preparing for Success Training

When girls leave village schools, they are unlikely to have received any advice on what to do next. This workshop introduces them to:

- ✓ Self-assessment.
- ✓ Training and education options post-school.
- ✓ How to find and apply for jobs.



## *The Year in Numbers*

**3,289**

Number of at-risk high school girls in Ubon Ratchathani who received self-learning kits on dealing with gender-based violence

**100**

Number of people that we counseled on gender-based violence issue (face to face and via social media)

**205**

Number of women in Bangkok who attended our career and personal development online courses.

**674**

Number of English course hours conducted.

**6**

Number of grants won (out of seven applications).

**670**

Number of newsletter subscribers.

**16,862**

Number of visitors to our website.

## *The Year in Review*

**2021 was a lemon of a year! Two new waves of Covid infections in the country upended many of our original plans. But our team learnt to make the best out of the difficult situation. We racked our brains and managed to push ahead with several sponsored projects for Ubon Ratchathani, thanks to the donors' openness to new ideas.**

### **Online, Offline**

In over two decades of our work, we had to deal with political crises and economic ups and downs in the kingdom. But they never lasted long. Thailand, known for its Teflon tenacity, always bounced back. The Covid pandemic is, however, a vastly different crisis. Still, we have had to learn to roll with the punches and make lemonade from the curve balls thrown at us.

Our office in Bangkok was closed for in-person classes for most part of the year (though still manned by our staff), in line with the government's advisory for educational institutions to suspend classes. As the majority of our students are domestic helpers and live with their employers, they were unable to travel to our foundation for classes for fear of catching an infection and passing it to others in the household. The fear was real as many of them had not been fully jabbed or were unvaccinated. Gathering them in a class would have also raised the risk of cross infection.

So as not to suspend our courses, we conducted our classes on the LINE messaging app instead. They could never replace the in-person classes we normally run, but our students appreciated our effort despite the occasional hiccups such as patchy internet connection and drop-offs. We are grateful to our volunteer instructors for making the switch to online as well even though it was challenging not being able to read facial cues of students.

Online support to other women (who were not our students) who reached out to us on social media also kept the team busy. These were mostly domestic violence cases and their enquiries centred on Thai laws regarding abuse and avenues for support.

Outside of classes, the team kept in constant contact with the students as some had lost their jobs, while others had run into a financial rut, and several became infected with the virus. Some students had chosen to return to their hometowns in the provinces in order to cut back on living expenses in the capital while the majority remained in Bangkok. We visited with those in financial difficulties and provided them with staples such as rice, sauces and instant noodles. We are grateful to donors who contributed to an emergency fund to help these students. The team also checked in on our students frequently via social media and messaging platforms as the physical isolation was a source of stress for them.

## We Make Lemonade Too

A major project we were focused on was one supported by the Irish Embassy. It entailed creating digital collaterals to raise awareness on dealing with gender-based violence, which spiked during the pandemic. For this, we created a digital guide available for download on our website. We promoted the guide online and distributed it on our social media platforms as well. Supplementing the guide, we created 20 videos which we hosted on our YouTube channel and promoted on our website and social media platforms. Each video covered a different risk issue and provided risk prevention tips and information on organizations that survivors or victims of gender-based violence or harassment could reach out to for help. The popular videos include one on an ex-boyfriend or husband who was a bully and another on dealing with the problem of someone posting your naked photo or video online.

### Our videos and their reach:

	Cover Issue	YouTube/view	IG/View	FB/Reach	Twitter
1	Dealing with a stalker (4 episodes).	2,270	26	306	990
2	Handling a physically abusive husband and seeking help from government agencies or NGOs.	165	8	457	1127
3	Handling a dangerous situation.	128	20	272	825
4	Staying safe when alone at home.	155	10	299	743
5	Avoiding romance scams.	161	9	301	438
6	Dealing with someone who threatens to post/share your nude pictures on social media.	1622	16	571	192
7	Avoiding sexual predators/solicitation in online chatrooms.	127	8	288	226
8	Dealing with someone who threatens/abuses you via online post/chat.	185	15	368	124
9	Understanding your right to privacy - it's not ok for someone to share your private pictures/text messages publicly without your permission.	169	7	123	121
10	Avoiding job scams.	57	12	321	304
11	Dealing with sexual harassment at the workplace.	67	14	225	269
12	Dealing with sexual harassment on public transportation/public place.	32	14	233	97
13	Shopping safely online.	591	15	403	64
14	Withdrawing cash safely at an ATM.	31	14	265	108
15	A guide on what to do when your private pictures are leaked online (audio).	1393	69	216	1632

16	List of government agencies and other resources in Thailand where one can seek help from during an emergency.	27	11	218	175
17	Recognising top dangers of the internet.	30	13	202	79
18	Avoiding sexual harassment.	47	9	267	111
19	List of government agencies and other resources in Thailand where Burmese workers can seek help from (Burmese audio).	44	18	709	142
20	Avoiding sexual harassment (interview with survivor).	72	9	205	88
	<b>Total</b>	<b>7,373</b>	<b>317</b>	<b>5,943</b>	<b>7,855</b>

As part of the project, we had planned to run a pop-up roadshow in some high schools in northeast Thailand. The pandemic and the accompanying restrictions upended our plans. Travelling to Ubon was out of the question. We decided to pilot test a self-learning kit which we designed and transposed from our roadshow training collaterals. We couriered thousands of them to the participating high schools. Each kit contained infographics on dealing with domestic and other forms of gender-based violence, games, and questionnaire to evaluate their self-learning. The students would answer the survey questions and send it back to us via post, social media or messaging platforms. We received very positive response on this new approach from both teachers and students.

The success of the self-learning kit unblocked other stuck projects affected by the pandemic. Donors, such as Estée Lauder Companies, for whom we had also committed to in-person training in Ubon embraced this new approach. Some have expressed interest in supporting new projects using this intervention tool in the new year.



## *Notes on Ubon Ratchathani (Ubon)*

**Our Managing Director, Sarochinee Unyawachsumrith (Beer), looks back on a year of overcoming physical distancing so that the lifeline to underprivileged high school girls in northeast Thailand stays unbroken.**

Every summer since we sank roots in Ubon a decade ago, my team and I would fly to the province to train at-risk high school girls on dealing with gender-based violence and planning for the future. We have trained tens of thousands of them since we opened our branch there in 2011. For the first time, our wings were clipped because of the restrictive environment brought on by the pandemic.

In the earlier part of the year, we had signed up donors, participating high schools and readied our training materials. We knew our drill having done this for a decade. But after several trip postponements because of the pandemic, I realised we would likely stay grounded for the rest of the year. The need was pressing given the rise in gender-related violence in the country. According to the Office of Health Promotion Foundation (ThaiHealth), there had been a marked increase in domestic violence. According to a survey conducted in 40 districts in nine provinces, 34.6% of all households reported family violence cases in 2017. This increased to 42.2% in 2020. One of the survey findings also found that domestic abuse victims often did not know where to get help.

Mindful of the digital divide, especially in poor provinces such as Ubon, we thought our online class for underprivileged in Bangkok was unlikely to work for our Ubon audience. They did not have the internet bandwidth that would allow them to sit through a two- to three-hour long online workshop. We cracked our heads and decided to go back to basics.

We pilot tested a self-learning kit which we designed in-house and the content was transposed from our workshop training materials. Each kit contained infographics on dealing with domestic and other forms of gender-based violence, games, and questionnaire to evaluate their self-learning. The students would answer the questionnaire and send it back to us via post, social media or messaging platforms so that we could assess their knowledge acquisition and application. Preparing each kit and hand packing them was backbreaking work! Several times we slept overnight at the office to make the deadline. We enlisted the good old snail mail and despatched thousands of them to our partner schools. The response was overwhelmingly positive, both from teachers and students.

***“Preparing each kit and hand packing them was backbreaking work! Several times we slept overnight at the office to make the deadline.”***



A total of 3,289 kits were sent to high school girls in Ubon Ratchathani, Amnat Charoen, Sisaket provinces in northeast Thailand.

Feedback from students before receiving our self-learning kit

- 100% had never received similar self-learning kit
- 13% didn't know what to do if faced with risky situations
- 51% had personally experienced or seen violence
- 70% didn't know which public or private organization to turn to for help in a risky situation

Feedback from students after receiving our self-learning kit

From 1 to 5 (5 is highest score)

- 63% (with score of 5) agreed that they were able to use the knowledge gained and apply in their daily life
- 58% (with score of 5) agreed that they were able to share their newly gained knowledge with friends and family

Feedback from Teacher

- 100% had never received similar self-learning kit
- 64% had personally experienced or seen violence in school
- 100% agreed that the self-learning kit help students understand violence issues and where to turn to for help

We deeply appreciate the sponsors, the Irish Embassy and SHEIN, in being so flexible and open to new approaches. In fact, this new intervention has piqued the interest of other potential donors. I am keeping my fingers crossed that they will come onboard in the new year!



## Meet our Student

### Jintanaporn Phokhaw (Jin)

Jin had a husband who not only did not show up in the marriage but also left her with debt and the sole responsibility of taking care of their children and extended families. They had a joint business selling second-hand clothes and shoes at the local market, but the income was irregular and often not enough to support them and his spending which included a huge loan on a car. Then one day, he left and never returned.

“It was a low point in my life. I considered suicide. But then I thought about my mother, and how much pain I would put her through. I knew that I couldn’t do that to her,” said the 38-year-old divorced single mother. Originally from Ubon Ratchathani, her circumstances led her to Bangkok where she found work as a massage therapist for eight years until the pandemic interrupted her life for part of last year and most of 2021. Jin’s savings quickly dried up and she soon saw the need for plan B and the importance of diversifying her income.

Jin knew how to cook coconut rice noodles and realized that no one else in her neighbourhood was selling something similar. She thought this could be an opportunity. So she started with 20 portions just to test the water and set up a stand outside a massage shop. Within a few hours, all the food was sold.

“I’m proud of the fact I made something out of nothing! I have loyal customers now and sell 30 portions every day. I’m glad that I decided to do something to change my circumstances rather than waiting it out. Covid has taught me that everything is uncertain. I need to be adaptable and diversify my skills to ensure I have enough money to survive.

“Pratthanadee has helped me with so many things. I never used to think about forward planning, and I wasn’t very good at managing money. I never set a goal for myself for the future because I was living day to day, but now I know not only what my personal goals are but how to get there. One day I will own a small house and I will be debt free.”



***“Now I know not only what my personal goals are but how to get there. One day I will own a small house and I will be debt free.”***



## Meet our Staff

Kawalin Teekawong (Friend)

### How long have you been involved with Pratthanadee?

I have been working in the foundation for over a year as a coordinator and training support officer. My responsibilities include coordinating with students and schools in the northeast region and facilitating English classes and workshops.

### What is the best thing about your role?

I'm proud that I can play a role in improving the lives of our students. For example, during the worst period of the pandemic this year, some donors were really caring and sent us emergency survival kits. I coordinated the distribution of these kits to our students. When I saw their faces light up as they came to collect the kits, that really made my day. The essential items were a big help to our students who couldn't work temporarily or lost their jobs because of the lockdown. That I could be of help really fuels the passion in my job.

### What do you think is unique about the foundation? And why?

The knowledge we impart to the students is life changing. We teach them to fish. Our students can take with them the soft and hard skills they learn from us to wherever they go and whatever they choose to do in life.

### How has the pandemic affected the students?

Some of them face a more restrictive work environment, especially those working as domestic helpers. Their employers prefer that they stay home 24/7 so they don't end up catching the virus and infecting them and their families. It also means they end up losing their days off and working without a break. Others have lost their jobs, for example, those who worked as masseuse, spa worker, or beautician, as their workplaces had to shut down. The loss in income was difficult for these students and some didn't even have money for daily necessities as the partial lockdown dragged on. They said waking up and getting dressed to attend the online classes run by Pratthanadee kept them distracted from the stressful situation.

### Part of the aim of Pratthanadee's 'Better Me' course is to increase the students' personal resilience and adaptability. Do you see the course making an impact on the students?

Their confidence level has improved and I see them push themselves to try new things. They've become more pro-active in looking for opportunities that will improve their quality of life. They're no longer shy. What's most obvious is they've learnt to love themselves more, and you see that outwardly as they exercise more care over their personal turnout.



## *Meet our Donor*

The donor prefers to remain anonymous.

### **How did you first find out about Pratthanadee and what attracted you to support them over the years?**

I found out about Pratthanadee from the internet. I also visited their office. I make a recurring donation to Pratthanadee because their program makes an impact on the lives of those they're helping. The women become more knowledgeable and independent and their lives improve as a result.

### **What has impressed you most about the work the foundation is doing?**

I was impressed with the 'Better Me' program which provides life planning and English language training. They help the women set goals for both their careers and their personal lives. So the training helps them to realize what they want to achieve in life.

### **Why is giving to a cause important to you?**

Charitable organizations are important because they help develop a better and caring society. We all wish to see those in need get help and have a better life. We want to see fewer amongst us go through a difficult life. So if we can afford to do something about it, why not? Making a donation helps Pratthanadee to develop these underprivileged women. The skills they pick up not only improve their lives but their families' wellbeing too. When more people enjoy a better quality of life, the whole society becomes better.

### **Why do you donate to Pratthanadee as an anonymous donor?**

There's no reason to reveal my identity. My sole goal is to channel resources towards those who need help. My identity is not important.

## Meet our Volunteer

Soohow Wong



### How long have you been volunteering at Pratthanadee Foundation?

It's been over five years since I started volunteering at Pratthanadee. I relocated to Bangkok again in 2016 from Singapore, after having worked in the Thai capital previously at an international NGO. I wanted to devote part of my time to sharing my work experiences with a non-profit that was focused on helping underprivileged women. So I googled NGOs in Bangkok and Pratthanadee was the first in the search results. The foundation was the perfect fit for me. I assist the team in communications, fundraising and anything else they need my hand in. I'm pretty much the handyman in the office except I don't do plumbing!

### What is the best thing about it?

It's given me a deeper understanding of Thailand, not just the beauty of the country and its culture, but its warts and all. Through my involvement with the foundation, I've come to see that plenty of work is still needed to close the gender gap and rich-poor divide. The foundation does its part by including financial literacy in its training of underprivileged women, which is essential to lift them out of the poverty trap. Another plus for me is that working with the very lean team has been a load of fun. It helps that we're all foodies and enjoy hunting down the next best eatery for pad see ew or riverside café with IG-worthy views.

### What would you say to others thinking of volunteering?

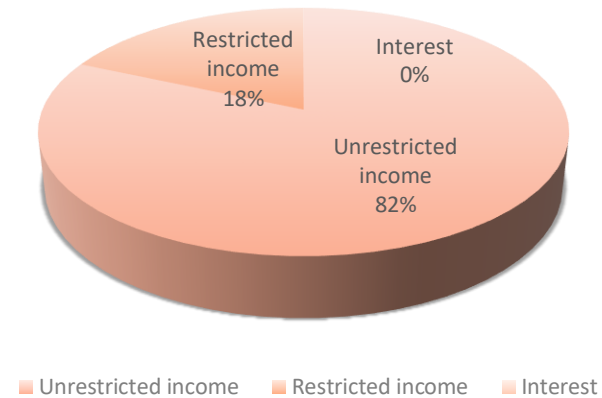
I highly recommend it. Muhammad Ali once remarked: "Service to others is the rent you pay for your room here on earth." I couldn't agree more. When you volunteer, you'll very quickly realise that the world is much bigger than yourself. We don't have a say on our birth and death, but in between the two, we can choose to extend our hand to lift others up along this same journey called life. So pay it forward.

## Financial Report (Oct 2020 – Sep 2021)

### Breakdown of Income

Revenue	THB
Unrestricted Donations	฿ 2,663,728.90
Restricted Donations	฿ 597,433.00
Interest	฿ 1,919.83
<b>Total</b>	<b>฿ 3,263,081.75</b>

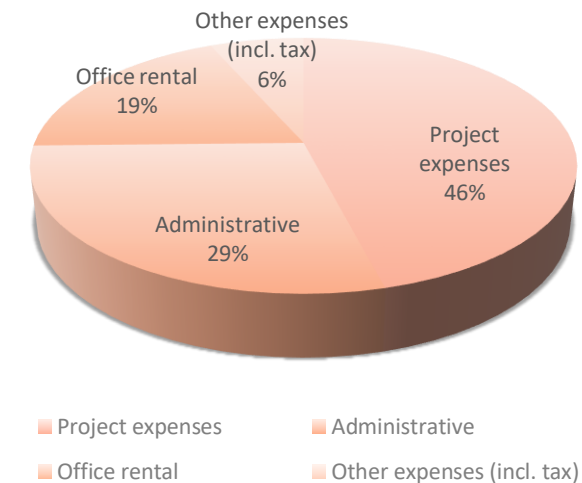
Breakdown of Income



### Breakdown of Expenditure

Expenditure	THB
Project expenses	฿ 1,381,416.93
Administrative	฿ 861,924.61
Office rental	฿ 562,665.24
Other expenses (incl. tax)	฿ 198,609.10
<b>Total</b>	<b>฿ 3,004,605.88</b>

Breakdown of Income



## Key Supporters and Partners in 2021



CHUBB®

Chubb  
Charitable  
Foundation



#SHEINcares

Four15 Digital

## Meet the Prathanadee Community

The Prathanadee Foundation would like to express special thanks to the following partners, friends, institutional donors, donors via K-Plus Market and individual donors, whose support made a vital difference in 2021:

Anonymous donors	A Basket List Project	Amnarj Sukramani	Ana Cuan
Andrea Laurion	Apisith Srichawla	Barry N Dima	Berin Fischer
Billy Higgins	Borja Cuan	Cameron G. Chertavian	Chana Mahadumrongkul
Chortigah Nadia Brown	Christina De Witte	Darin Phaovisaid	Donald Baker
Gavin Gee	GIFT Activewear	Haley Paskalides	Helmut Wallner
Henry Woodward-Fisher	Hunter Bailey	Jaime Prieto	James Brown
James Meade	JDA Brown	Jeff Briscoe	Jennifer L Fackelman
Joanna Thompson	John Filan	Karen Alldridge	Kendra Hanna
Lauren Vespoli	Leslie Barlow	Lief Strong	Luke Notarantonio
Lustre Jewellery	Man Chi Wong	Maria Matheas	Martin Jones
Moe Moe Khaing	Nicholas Hulus	Olivier Baldan	Paul Dowling
Rachel Wright	Robin Hudson	Roger Moragues	Sabria Kazmi
Sara Lehman	Sipana Broesevangroenou	Stephan Baumann	Stephen Prosser
Sunita Shashi	Susan Patterson	Sutthichai Sirirat	Swati Mitra
Todd Phillips	Tongchan Boonyapataro	Tracy James	Wanwirote Varophas
Wes Silva	William Martin	Yiu Shan Fok	Zoe Bailly-Stetson
Donation box at Bumrungrad Hospital			

*While we have tried our best to ensure the listings are correct, we invite you to get in touch if you notice any errors or omissions.*



### **Pratthanadee Foundation (Bangkok)**

39 Soi Sukhumvit 52 Prakhong Tai, Prakhong, Bangkok 10260

**Tel:** + 66 (0) 2 331 4731

### **Pratthanadee Foundation (Ubon Ratchathani)**

350 Phrommarat Road, Tambol Naimuang, Amphur Muang, Ubonratchathani 34000

**Tel:** +66 (0) 93 408 1124

**E-mail:** [contact@pratthanadee.org](mailto:contact@pratthanadee.org)

**Facebook:** Pratthanadee Foundation

**Instagram:** @pratthanadee

**Twitter:** @PratthanadeeOrg

**YouTube:** Pratthanadee Foundation

**Website:** [www.pratthanadee.org](http://www.pratthanadee.org)

We are a small team funded by donations.

We rely on your generosity to continue offering underprivileged women and girls the chance to build a better life.

Please consider joining us today by making a donation at [www.pratthanadee.org/donatenow](http://www.pratthanadee.org/donatenow)

or by getting in touch using the contact details above. Thank you.