



# 2019 ACTIVITY REPORT

Non-profit organization registered in Hong Kong  
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# Uplifters



## VISION

We envision a world where underprivileged communities are empowered to build the lives they want for themselves.



## MISSION

Our mission is to enable migrant domestic workers in South-East Asia to transform their lives by unleashing the combined power of online education and community support and as such make migration successful.

# OUR VALUES

## We EmPoWer

### **E**nablement

Enablement is the core of all we do. We strive to give a fulfilling experience to all our members regardless of their background and create a global movement of Uplifters, people willing to uplift others' lives but also to learn and grow personally.

### **P**ositivity

We concentrate on the positive and promote a can-do attitude without denying the difficulties of the situations our members face. We don't victimise our members and work to shift the narratives around underprivileged minorities.

### **W**armth

We bring people together. We give our members a sense of belonging, a family far from home and the assurance that they matter. In a nutshell, we care.



# OUR PRINCIPLES



## **Human-centric and community-led**

We adopt a human-centric and community-led approach from programme design to delivery



## **Data-driven and scalability**

We measure what we do to continuously improve and increase our impact



## **Collaboration**

We collaborate with partners to fill the missing middle and create systemic change



## **Integrity and accountability**

We work and grow accordingly to the values we promote



## **Sustainability and cost-efficiency**

We build an integrated approach to fundraising and ensure good monitoring of funds

# MILESTONES

**September 2017 -  
February 2018**

Research and pilot programs

**March 2018**

Establishment as a legal entity in Hong Kong

**August 2018**

1st session of *Dare to Dream*, our signature program, a 3-week money management and personal growth online course delivered through a Facebook chatbot and facilitated by our first alumni trained as team leaders.

**2018**

**201** students enrolled in *Dare to Dream*

**2019**

**621** students enrolled in *Dare to Dream*

**(2020**

**1285** students enrolled in *Dare to Dream* in 2020  
First Semester only!)



# 2019 ENROLLMENTS



## DARE TO DREAM

621

Students Enrolled  
in

11

Batches

Module 1: Helps prepare domestic workers for their future by learning financial management skills, communication skills, and focusing on mental health and critical thinking.

*3 weeks*

## MAKE IT HAPPEN

225

Students Enrolled  
in

11

Batches

Module 2: Continues on emotional intelligence, keeping track of monthly financial goal progress, learning motivational practices.

*6 months*

## BECOME A LEADER

77

Students Enrolled  
in

8

Batches

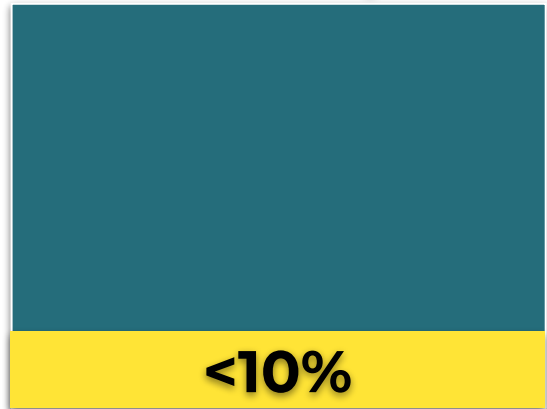
Develop leadership skills, improve communication, become leaders of Dare to Dream courses.

*2 weeks*

# AN OUTSTANDING COMPLETION RATIO



Industry



On most online education platforms, 90-95% of people never complete an online course they enrolled in (free or fee-based)



55% of our students (domestic workers) completed our 3-week free online course Dare to Dream despite limited time off, little digital literacy and access through only a simple smartphone on a limited data plan.



# 2019 TEACHING OUTCOMES

## Certificates granted

Dare to Dream (3 weeks course) : **343**

Make it Happen (6 months): **86**

Become a Leader (2 weeks): **64**

Total hours of knowledge imparted:

**7,863**

## Completion ratio

Dare to Dream (3 weeks) : **55%**

Make it Happen (6 months): **38%**

Become a Leader (2 weeks): **83%**

Learning hours per student average:

**12.7**



# HIGHLY SATISFIED STUDENTS



**91%**

Students said  
it transformed  
their lives

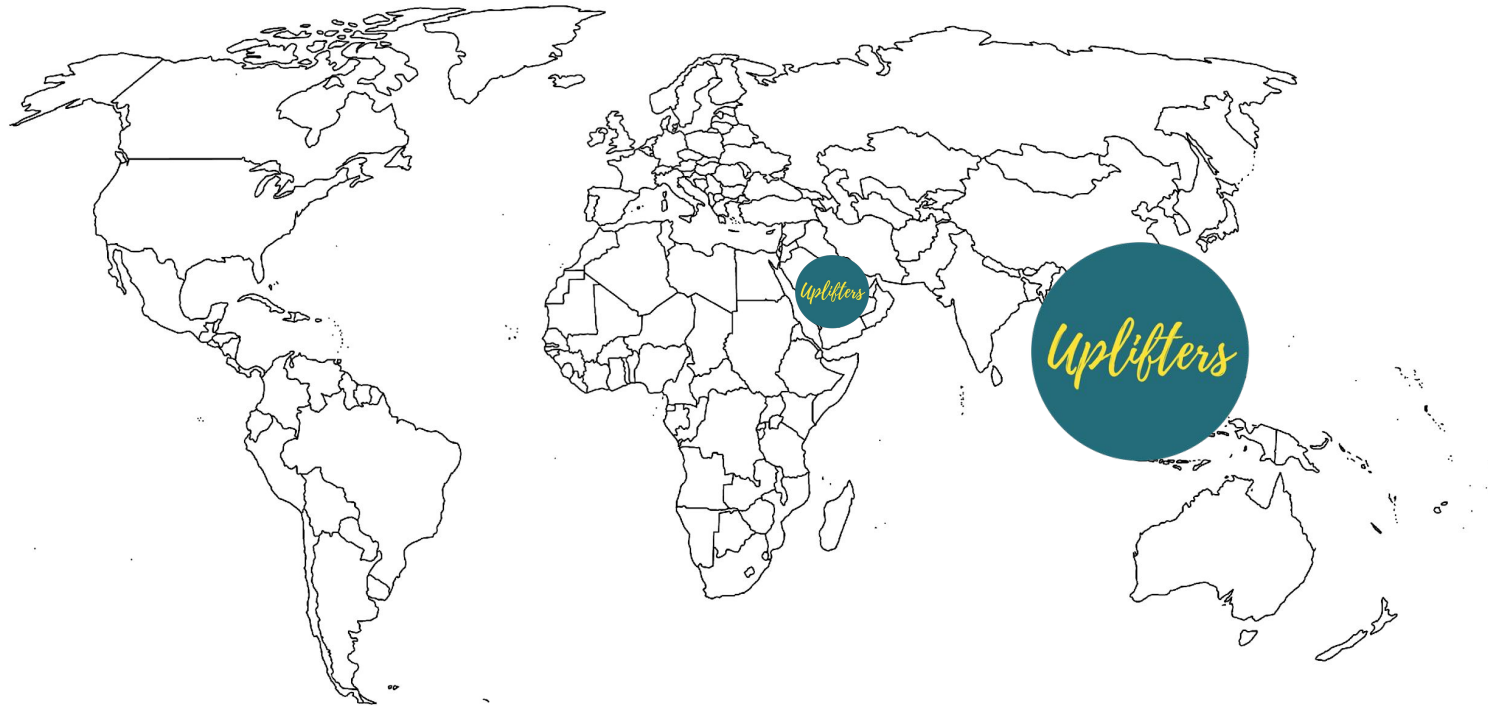
**100%**

Students liked  
the course

**82%**

Students said  
they loved it!

# EXPANDING BEYOND HONG KONG



**55% of students in  
Hong Kong  
42% in Singapore  
3% elsewhere**

**88% Filipino  
8% Indonesian  
4% other**

# COMMUNITY-LED

We train Uplifters Alumni to support new students in class chats with our “Become a Leader” online course and 1-month trainee program. It explains our high completion ratio, give them additional growth opportunities as community leaders and create ripple effect while making our model self-replicable, hence scalable.

Active Team  
Leaders:

**57**

Gold Team  
Leaders  
(supported 5  
batches):

**11**

Diamond Team  
Leaders  
(supported 10  
batches):

**4**



# OUR 2019 SOCIAL MEDIA MODERATORS

As a community led organisation, 5 of our alumni also moderate our Facebook Group Uplift Your Life (>6K members).

Anne Marie



Janelyn



Syafira



Lizz



Elli



FACEBOOK  
PAGE

Likes: 3,013

Posts: 193

FACEBOOK  
GROUP

Members: 5,327

Posts: 747

Comments: 1,419

Reactions: 9,005

COMMUNITY  
BUILDING & SOCIAL  
MEDIA

# 6 GATHERINGS IN HONG KONG



March 2019 - Uplifters 1-year anniversary with Consul Roderico Atienza from the Philippines Consulate in Hong Kong



May 2019 - Workshop on Dream Building at Equal Opportunities Commission



September 2019 - Furoshiki Workshop



April 2019 - Alumni self-organised event

# 6 GATHERINGS IN SINGAPORE



February 2019 - Uplifters 1-year anniversary at Singapore Botanic Garden



April 2019 - Workshop on interview tips

# OUR COMMUNITY PARTNERS



**HELP**  
FOR DOMESTIC WORKERS  
家傭匡扶中心

FORMERLY HELPERS FOR DOMESTIC HELPERS



**PathFinders**

All Children Matter



PHILIPPINE CONSULATE GENERAL

*in*

**HONG KONG**





# MEDIA FEATURES

The  
New York  
Times



South China  
Morning Post

RTHK·HK  
香港電台

HONG KONG NEWS

Sassy Mama<sup>HK</sup>

#impact  
A PODCAST  
ABOUT STUFF THAT  
MATTERS

THE HK HUB  
Open the door to Hong Kong

Liv.  
HONG KONG'S WELLNESS MAGAZINE



Le media des Français et francophones à l'étranger

trait-d'union

Green Queen

# OUR BOARD OF DIRECTORS



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entrepreneur  
Specialist in  
digital growth  
and  
transformation

# OUR CORE TEAM



**Marie Kretz Di Meglio, Founder & CEO**

Marie holds a BSc in Psychology and a MBA, She has 5 years' experience running an online learning centre in France, and worked at Aidha, an NGO offering financial literacy courses to domestic workers in Singapore.



**Camille Bethoux. Head of Programs.** Camille is a human rights advocate with over 10 years of experience in supporting and leading human rights campaigns and community empowerment programs. She is responsible for the design, monitoring and evaluation of our programs.



**Jenely San Juan, Community Building Officer**

Jenely has more than 8 years of experience in sales and marketing. As a Filipino, she is especially close to our community.



**Helene Ricordeau. Student Success Officer**

Helene brings to Uplifters her expertise as social counsellor. She is responsible for the enrollment and follow up of our students and their team leaders.



**Hannah Weldon Thiriet. Development and Communications Volunteer**

Hannah brings her experience in creating powerful stories and organizing successful events.



**Nathalie Lugagne, Course Design Volunteer**

Nathalie has extensive experience in higher education. She participated to the design of an online course dedicated to social entrepreneurship in France and launched an initiative to empower women in Japan,



**Nathalie Sella de Vincentiis. Social media and content marketing volunteer.**

Nathalie's expertise lies in marketing insight, brand innovation and communications.



**Delphine Maury. HR Volunteer**

Delphine has more than 20 years experience in human resources, She is a certified life and business coach.


# CONNECT WITH US!

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 @uplifters.community

 @uplifters.community

 Uplifters

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And come grab a coffee  
with us!



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