



# 2020 UPLIFTERS ACTIVITY REPORT

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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.

# OUR VALUES

## We EmPoWer

### ENABLEMENT

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.

### POSITIVITY

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.

### WARMTH

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 & COMMUNITY-LED

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



## INTEGRITY & ACCOUNTABILITY

We work & grow accordingly to the values we promote.



## DATA-DRIVEN & SCALABILITY

We measure what we do to continuously improve & increase our impact.



## SUSTAINABILITY & COST-EFFICIENCY

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



## COLLABORATION

We collaborate with partners to fill the gaps & create systemic change.

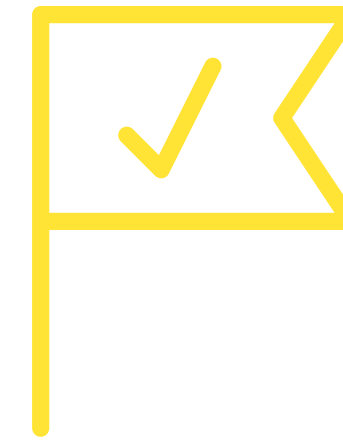


2020  
HIGHLIGHT

2,792 NEW STUDENTS!

4X MORE THAN IN 2019

# MILESTONES



Sept. 2017- Feb. 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

**2,792** students enrolled in Dare to Dream



# 2020 ENROLMENTS

## DARE TO DREAM

2,792

Students Enroled  
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

751

Students Enroled  
in

10

Batches

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

6 months

## BECOME A LEADER

70

Students Enroled  
in

6

Batches

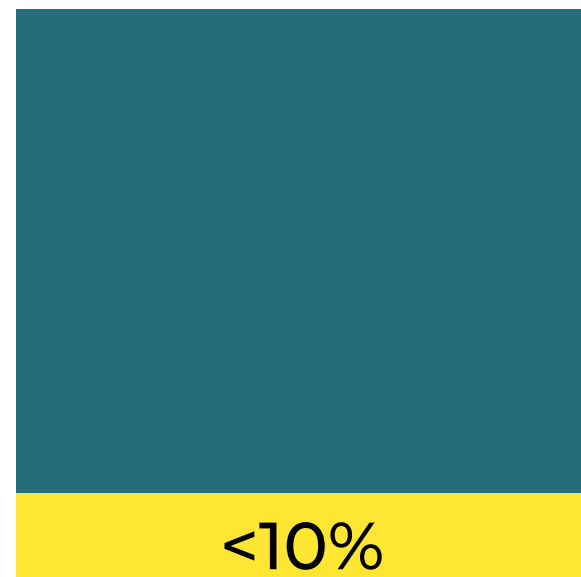
Develop leadership skills, improve communication, become leaders of Dare to Dream courses.

2 weeks

# AN OUTSTANDING COMPLETION RATIO!

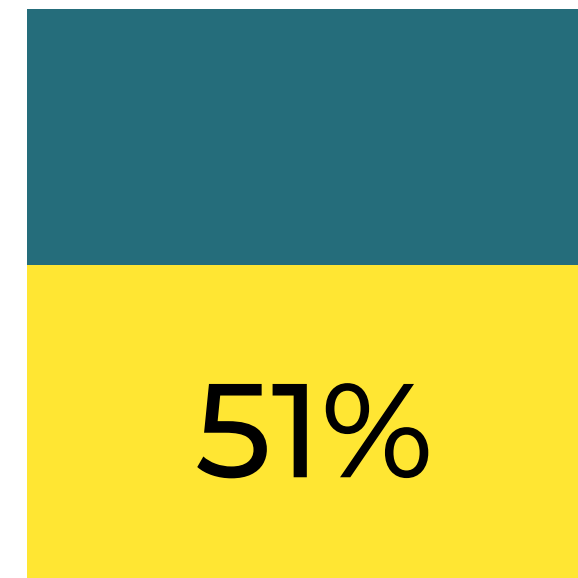


## Industry



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

## Uplifters



51% 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.



# 2020 TEACHING OUTCOMES



## Certificates Granted

Dare to Dream (3 weeks course): **1,425**

Make it Happen (6 months): **153**

Become a Leader (2 weeks): **57**

Total hours of knowledge  
imparted:

**32 915**

## Completion ratio

Dare to Dream (3 weeks course): **51%**

Make it Happen (6 months  
optional follow-up): **20%**

Become a Leader (2 weeks): **81%**

Learning hours per student  
average:

**11.7 hours**

# HIGHLY SATISFIED STUDENTS

*Uplifters*

90%

Students said it made a  
BIG impact on  
their lives

99.5%

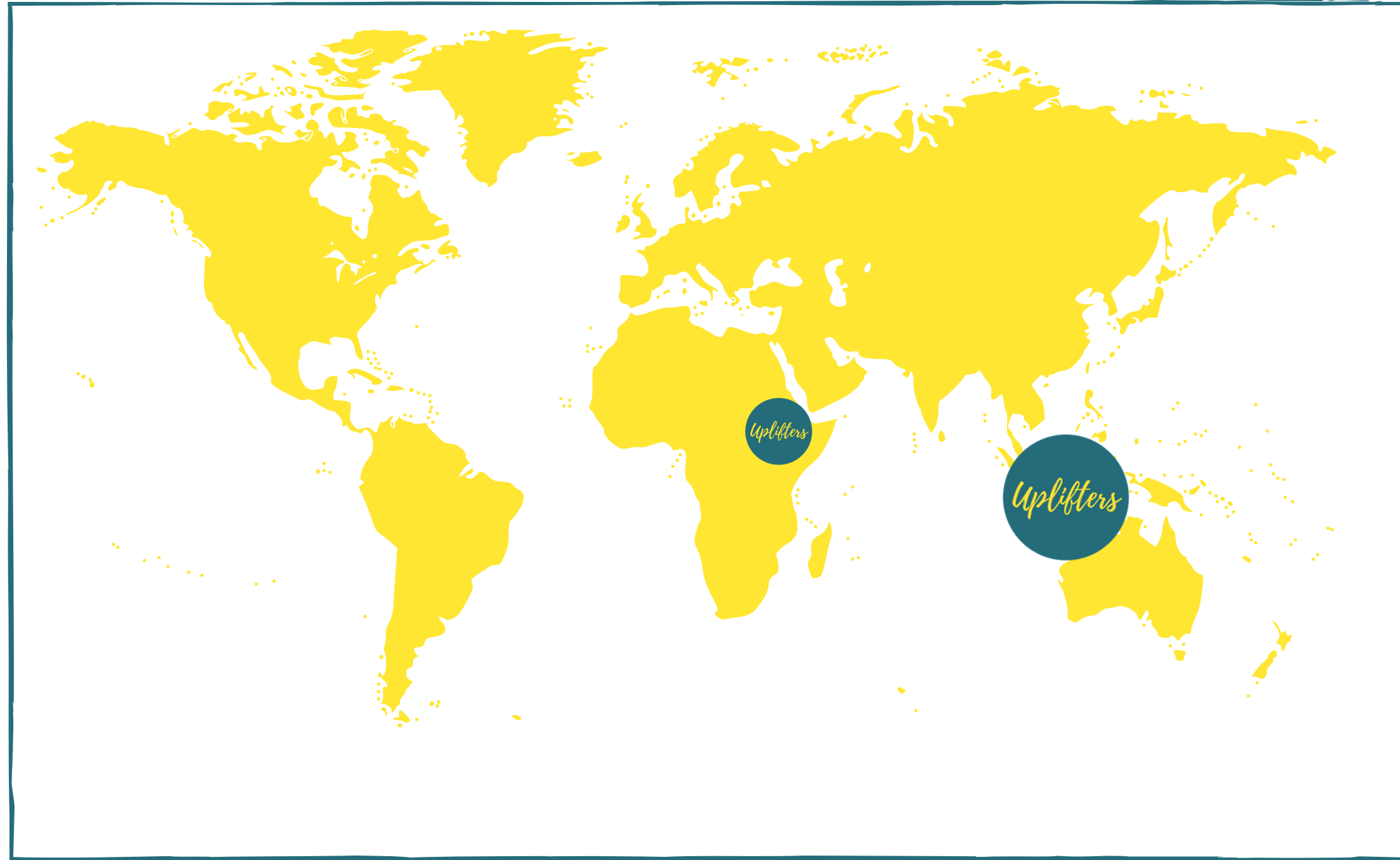
Students liked or loved  
the course

99.7%

Students will  
recommend the  
course for sure

# EXPANDING BEYOND HONG KONG

ONLINE  
COURSES



61% STUDENTS IN HONG KONG  
30% IN SINGAPORE  
9% ELSEWHERE  
(MAINLY MIDDLE EAST)

94% FILIPINO  
3% INDONESIAN  
3% OTHER

2020 DOMESTIC WORKERS  
ENROLLED IN DARE TO DREAM

# COMMUNITY-LED

COMMUNITY  
BUILDING



We train Uplifters Alumni to support new students in class chats with our “Become a Leader” online course and one-month trainee program.

This explains our high completion ratio, providing additional growth opportunities as community leaders and creating a ripple effect whilst making our model self-replicable and scalable.



ACTIVE TEAM  
LEADERS

59

GOLD TEAM  
LEADERS

22

DIAMOND  
TEAM  
LEADERS

11

MENTOR  
TEAM  
LEADERS

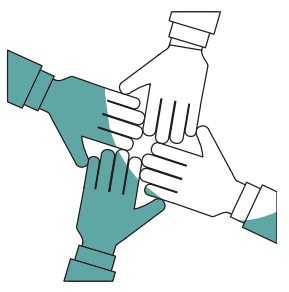
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Uplifters



# COMMUNITY BUILDING AND SOCIAL MEDIA 2020

COMMUNITY  
BUILDING



## FACEBOOK PAGE

Followers: 9,518  
*vs. 3,013 in Dec 2019*

## FACEBOOK GROUP

Members: 9,325  
*vs. 5,327 in Dec 2019*

# KEY 2020 COURSES DEVELOPMENTS

ONLINE  
COURSES



## DARE TO DREAM CURRICULUM REVIEW

- Money management: more advice on loan repayment strategies and investments
- Better coverage of mental well-being practices and critical thinking skills
- Adaptable to other communities
- RELEASE: Q1 2021

## BABY CARE NEW!

- Dual-approach: employers also have access to the course and will be guided on how to best communicate their preferences - in terms of baby care - to their domestic worker.
- RELEASE: Q4 2020



# NEW DARE TO DREAM CURRICULUM! SSSHH...

ONLINE  
COURSES



**NEW LESSON**  
in a yellow box

## WEEK 1

## WEEK 2

## WEEK 3

### UNIT 1

LESSON 1

LESSON 2

LESSON 3

LESSON 4

### OWN YOUR LIFE

Why migrant domestic workers are superwomen

How to boost your life with simple rituals

What success looks like for you

How to sharpen your mind

### FIND YOUR VOICE

Why good communication is important

How to be heard

How to say no and become a DESC master

### PRACTICE SELF-CARE NOW

Why your health is your best ally

How to know your emotions better

How to become your own coach

### UNIT 2

LESSON 1

LESSON 2

LESSON 3

LESSON 4

### MAKE YOUR DREAMS COME TRUE

How to believe in yourself

How to make a simple life plan

Why money management matters

### SAY NO TO DEBT

How loans work

What interest rates are

How to become debt-free

### INVEST WISELY

How to avoid scams

How to protect yourself from Multi-Level Networks

How investments work

### UNIT 3

LESSON 1

LESSON 2

LESSON 3

### MAKE MONEY WORK FOR YOU

How to reach your financial goals

How to easily track your expenses

How to make your first budget

### ONBOARD YOUR FAMILY

Why having an emergency fund is your top priority

How to save more

How to prepare for the future with your family

### MAKE IT HAPPEN

How to organise your life like a pro

How to build a positive mindset

How to keep your motivation up



# DARE TO DREAM IMPACT MEASUREMENT

DESIGNED WITH THE SUPPORT OF



EXPECTED OUTCOME &  
IMPACT INDICATORS

Increased general and financial self-efficacy  
Increased financial knowledge  
Increased financial stability  
Increased mental well-being

WHAT WE CHANGE IN 2020

- Use of standardized scales: Financial Self-Efficacy Scale and mental health PHQ 9 Scale
- Pilot on several batches with promising results
- Pre, post-Dare to Dream, post + 3 months, post + 6 months scheme





# IMPACT RESULTS



2020 impact assessment survey three months after course completion, 102 participants from May to September sessions

# OUR LIGHTHOUSE PROGRAM: TEAM LEADERS' TRAINING

## WHAT IT IS

- Pool of active, skillful and committed team leaders and mentors (domestic workers)
- Highly structured peer-coaching system

## WHY WE NEED IT

- To make Prepare for the future program self-replicable
- To make Uplifters's growth sustainable

## WHAT WE DID IN 2020

### ONE-OFF TRAINING :

- 1st webinar on communication in June 2020
- Community Care: a Train The Trainers program on psychological first aid (PFA) designed and facilitated by Doctors Without Borders /MSF (distribution Oct. 20)

### ONGOING TRAINING:

- Trainee Team Leaders track since March 2020
- MentorsTeam Leaders track since May 2020

# FOCUS ON MENTAL HEALTH, SELF-CARE AND PSYCHOLOGICAL PEER SUPPORT



New chapter in Dare to dream: Practice self-care first



3 Facebook live episodes on mental well-being related topic



Mental health need assessment survey distributed in the community



MSF Community Care Program pilot batch





# OUR SOCIAL MEDIA CORRESPONDENTS

As a community led organisation, 10 of our team leaders have also moderated our Facebook Group Uplift Your Life (>9K members).

COMMUNITY  
BUILDING



Mary Anne (Hong Kong)



Janelyn (Singapore)



Nelie (Singapore)



Syarifitriyah (Singapore)



Lizz (Hong Kong)



Elizabeth (Singapore)



Esther (Dubai)



Willa Mae (Singapore)



Idawati (Hong Kong)



Melody (Hong Kong)





# SUPPORTING OUR COMMUNITY THROUGH THE PANDEMIC

COMMUNITY  
BUILDING



## INFORMATION SHARING AND EMOTIONAL SUPPORT VIA SOCIAL MEDIA

- 11 Lives “Antivirus for Domestic Workers” interview of experts and community partners (Fair Foundation, EOC, etc.) on Facebook and YouTube.
- Regular posts on fake news and updates about the situation on our Facebook group-chain of love on our Facebook group.



## RAISING AWARENESS

Raising awareness about the situation faced by migrant domestic workers with an article published on Hong Kong Amnesty International’s blog.



## AD-HOC EDUCATIONAL RESOURCES

- Articles to support domestic workers
- Online and Face to Face Workshops with Doctors Without Borders
- Videos on hand-washing in Tagalog and Bahasa.
- Sharing our expertise via online education with community partners and the wider public.



# COMMUNITY BUILDING

## OTHER INITIATIVES

COMMUNITY  
BUILDING



### PEER TO PEER SUPPORT ON OUR FACEBOOK GROUP

- 4 Facebook Lives “Uplift Your Night” with interviews from experts and community partners.
- 51 Facebook Lives organised by our team leaders
  - Evening Ritual Lives: 4 a week since April
  - Morning Ritual Lives: 1 a week since May
- Sis’ Talks: information/educational posts (rights, working conditions etc.)

### COLLABORATION WITH COMMUNITY PARTNERS

- Participation to IOM and ILO meetings on employer engagement
- #EqualityForAll campaign, with the Equal Opportunity Commission (EOC), Enrich and PathFinders
- New partnerships with grassroots organisations: Lovely Corner, Social Justice for Migrant Workers, Pangyao



# LOOKING AHEAD 2021



## Dare to Dream Review Launch!

Early Q2



## Lighthouse program

More growth  
opportunities for our  
team leader



## New IT System

To further grow our  
number of students

The logo for 'Uplifters' is a teal circle with the word 'Uplifters' written in a gold, cursive font. It is centered within a larger, irregular yellow shape that resembles a sun or a light source.

2021 ULTIMATE GOAL  
3,500 NEW STUDENTS!





# SOME OF OUR COMMUNITY PARTNERS





# MEDIA FEATURES



The New York Times

  
South China Morning Post

*Liv.*  
HONG KONG'S WELLNESS MAGAZINE

Sassy Mama <sup>HK</sup>

RTHK-HK  
香港電台

LEPETIT JOURNAL .COM  
  
Le media des Français et francophones à l'étranger

#impact  
A PODCAST ABOUT STUFF THAT MATTERS

Green Queen 

HONG KONG NEWS

THE HK HUB  
Open the door to Hong Kong

trait-d'union  
Le magazine de la communauté francophone  canton • hong-kong • macao • pékin • shanghai • shenzhen • wuhan

# BOARD OF DIRECTORS



**SUJATA RAMAKRISHNA**

Marketing Consultant Marketing Consultant.  
Previously Head of Marketing at Bayers



**JANICE CHEW**

Lawyer.  
Principal at JC Legal



**ROMAIN DI MEGLIO**

Regional CEO at health insurance company APRIL



**ALEXANDRE MISSERI**

Serial entrepreneur.  
Specialist in digital growth and transformation





# CORE TEAM



## Marie Kretz Di Meglio

### Founder and CEO

Marie has 10 years experience in education including running an online learning centre in France and working in Singapore for a NGO offering financial literacy courses to domestic workers.



## Hannah Weldon Thiriet

### Development and Communications Volunteer

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



## 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.



## Nisha Bates

### Development and Communications Volunteer

Nisha brings her editorial and design skills to the team, ensuring the Uplifters ethos and vision is positively communicated.



## Camille Bethoux.

### Head of Programs

Camille has over 10 years experience in the NGO sector supporting and leading campaigns and community empowerment programs in various multicultural working environments.



## 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.



## Helene Ricordeau

### Student Success Officer

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



## 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



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