



UPLIFTERS' 2021 IMPACT REPORT

REACH FOR YOUR DREAM



THE COMPOUNDED CHALLENGES UNDER THE PANDEMIC



NAVIGATING CHANGE THANKS TO COMMUNITY SUPPORT

2021's challenge demonstrated the power of our community. All of our migrant domestic worker members experienced things they never expected to experience in their lives. They faced difficulties they were not prepared for, despite their adaptability. With some, facing the toughest situations of their lives.

Yet they have shown, and continue to show, great resilience. On an individual level, they have developed incredible strength in the face of adversity. They did their very best to stand up to every challenge, constantly adjusting to their employers' changing schedules while looking after their family back home. Collectively, our members in Asia and the Middle-East demonstrated the power of supporting each other, the importance of looking after one another, and the strength of a community that feels more and more like a family.

We can't help but be amazed by such strong willpower.

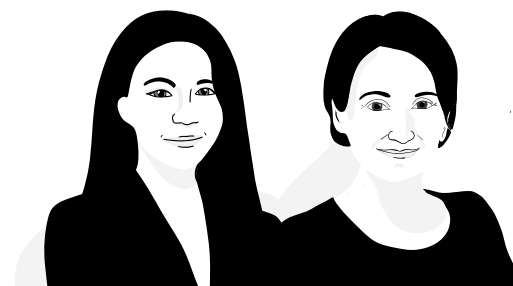
At the heart of this family are our Team Leaders, alumni volunteering their time to support new students. On top of navigating changes in their personal lives, they had to adapt to our new students' enrolment software and familiarise themselves with the revised version of 'Dare to Dream'.

By helping their fellow domestic workers, they help the community. By helping the community, they help Uplifters who can in return help more domestic workers. Their contribution to our mission is critical and we will never thank them enough for it.

We also want to thank the staff and active members of Uplifters who do everything they can to adapt to the ever changing challenges and meet domestic workers' needs under these difficult circumstances. All while never losing sight of the organisation's goal to make these superwomens' migration successful.

Thank you to you all.

Marie Kretz Di Meglio, Uplifters' Ceo And Founder
Janice Chew, Board Chair Of Uplifters



2021 IMPACT HIGHLIGHTS

OFFER ACCESSIBLE AND QUALITY ONLINE EDUCATION

GIVING ACCESS TO EDUCATION

MIGRANT DOMESTIC WORKERS

13K+
MEMBERS

13K+ online community members having access to social media education campaigns¹.

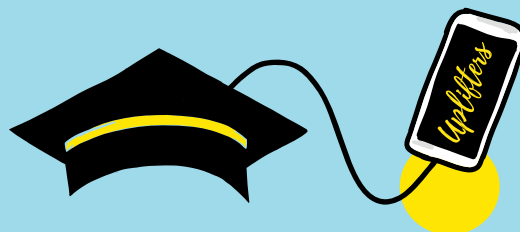
300K
VIEWS

Total Online Reach of our social media education campaigns in 2021: over 300,000 views¹.

7,000+
ENROLLED

7,000+ enrolled in our core programme 'Prepare for the Future' since 2018, including 2,200+ in 2021.

99% SATISFACTION RATIO²



1 - Uplift Your Life Facebook Group - <https://www.facebook.com/groups/migrantdomesticworkerscommunity/>

2 - 1,087 respondents, enrolled in our 'Prepare for the Future' programme in 2021

FOSTERING GOOD FINANCIAL AND WELL-BEING HABITS FOR A BETTER FUTURE



X2
CONFIDENCE

X2 increase in confidence in managing finances well (3) and X2 increase in confidence in handling money requests from friends and family³



89%
EMERGENCY SAVING

Total Online Reach of our social media education campaigns in 2021: over 300,000 views¹



9/10
FEEL HAPPIER

Feeling happier and rating their general feeling of happiness in their lives 9 out of 10 vs 7 prior³
87% say Uplifters made a major difference in their lives²



71%
SAVE MONEY

71% now save money compared with only 43% prior³

EQUIPPING WITH BETTER SKILLS TO MEET EMPLOYERS' EXPECTATIONS



90%
BETTER SKILLED

90% of domestic workers who participated in our course think they now have good knowledge and skills related to baby care compared with 61% before the course⁴.



88%
KNOW EXPECTATIONS

88% feel they know their employers' expectations related to baby care compared with 67% before.⁴

1 - [Uplift Your Life Facebook Group](https://www.facebook.com/groups/migrantdomesticworkerscommunity/) - <https://www.facebook.com/groups/migrantdomesticworkerscommunity/>

2 - 1,087 respondents, enrolled in our 'Prepare for the Future' programme in 2021

3 - 35 respondents, domestic workers enrolled in our signature programme 'Prepare for the Future' in 2021. We compared their answers before taking the module 1 of the programme 'Dare to Dream' and 6 months after completing it

4 - Impact survey on 51 migrant domestic workers who enrolled in 'Baby Care' online course from April 21 to March 22

FOSTER PEER-COACHING AND COMMUNITY SUPPORT AT SCALE

CREATING COMMUNITY LEADERS SUPPORTING THEIR PEERS AT UPLIFTERS AND BEYOND



60+
TEAM LEADERS*

60+ 'Prepare for the Future' Alumni volunteering as Team Leaders¹ to support their peers in our programmes in 2021.



50% COMPLETION
"DARE TO DREAM"

About 50% of our students complete our signature course 'Dare to Dream' (10 times more than industry standard - due to our peer support model).



133 H
VOLUNTEERED

133 hours volunteered yearly on average by 1 Team Leader.



97% SATISFACTION OF TEAM LEADERS

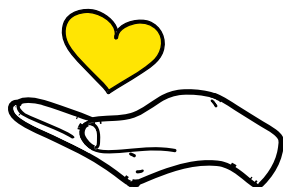
97% of our Team Leaders feel they have benefited personally "A LOT" from the programme (2021 End of Year Survey).

CREATING A SUPPORTIVE ONLINE COMMUNITY

Our 12K+ online community members on the Facebook Group 'Uplift Your Life' support each other on a daily basis and share useful information to make the most of their time abroad helping themselves to overcome challenges they may face.

** Team Leaders are Uplifters' alumni volunteering their time to support new students*

- Grew from 9,200 to 12,500 members in 2021
- 3,500+ posts in 2021
- 90,000+ reactions in 2021
- 9 Social Media Correspondents, domestic workers volunteering to moderate the group



BRING POSITIVE CHANGE IN SOCIETY

CAMPAIGN

1 joint public engagement campaign with the MDW Coalition in Hong Kong

SOCIAL HACKATHON

1 social hackathon on corporate engagement

ONLINE MODULE

1 online module for employers created



OUR 2021 CORE TEAM

SUPPORT TEAM (STAFF)



MARIE KRETZ DI MEGLIO
Founder and CEO



CAMILLE BETHOUX
Head of Programmes



JENELY SAN JUAN
Community Building Officer



HELENE RICORDEAU
Student Success Officer

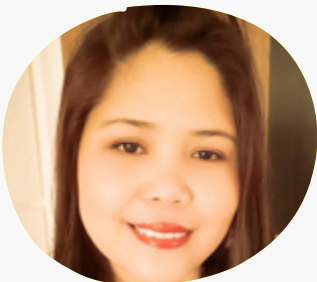


ASNAH SUBIAN
Programmes Officer



JANET YIP
Finances and Admin Manager

MENTORS



NELIE BAUTISTA
Filipino Domestic Worker
based in Singapore



MARY ANNE CASAMINA
Filipino Domestic Worker
based in Hong Kong



LIZA NATIVIDAD
Filipino Domestic Worker
based in Hong Kong



EVELYN OBILLO
Filipino Domestic Worker
based in Singapore



JANELYN VERGARA
Filipino Domestic Worker
based in Singapore

THANK YOU TO ALL OUR 63 TEAM LEADERS ACTIVE IN 2021

- **Team Leaders** are Uplifters' alumni volunteering their time to support new students
- **Gold Team** Leaders have facilitated at least 5 sessions of our online courses
- **Diamond Team Leaders** have facilitated at least 10 sessions of our online courses
- **Mentors** were selected among our most experienced and committed Diamond Team Leaders to support our pool of Team Leaders and advise staff on programmes' development and improvement

HONG KONG (23)

MENTORS (2)

Liza Natividad
Mary Anne Casamina



DIAMOND TEAM LEADERS (7)

Ailenemae Ramos
Aljen Dela Cruz
Georgette Sambas
Maria Luisa Angupa
Melanie Villar
Melody Nadal
Ronale Mendua



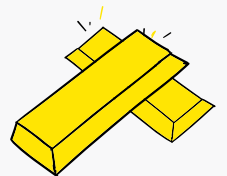
TEAM LEADERS (3)

Lorna Datario
Ludeliel Tariga
Neda Reyes



GOLD TEAM LEADERS (11)

Divina Dela Rosa
Elisa T. Singcoy
Eliza Gacad
Emelyn Soriano
Liesel Fernandez
Maria Nemy Lou Rocio
Michelle Ramiro
Mirasol Baylosis
Nancy Merilles
Rosemarie Aquino
Tonette R. Albo



SINGAPORE (40)

MENTORS (3)

Evelyn Obillo
Janelyn Vergara
Nelie Bautista



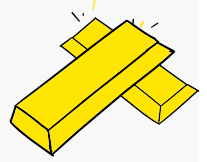
DIAMOND TEAM LEADERS (14)

Edna Remasog
Elizabeth Gong Libre
Fripiyanti No name
Grace Arsenal
Herlyn Gargavite Banaban
Julie Ann Tabigne
Maylene Maylas
Mercha Garcia Ramirez
Rema Tablac
Rhealyn Nudalo Luchar
Rhodora Pastutiyo
Stephanie Raciles
Syarifitriyah Rahmani
Yuli Astuti Endang



GOLD TEAM LEADERS (13)

Cecilia Butaya
Charo Sidon
Cristina Belington V.
Elsie Calumpiano
Gerilita Garciso
Haidee Roiles
Lucena Mujeres
Marie Joy Pugrad
Mary Grace Basilia
Melanie Balon
Naicy Candido
Recca B. Sumogat
Supinah Mulyono



TEAM LEADERS (10)

Agnes Bargo
Annie Galves
Daylen Vicente Santos
Emi Kusmiati
Jenelyn Leyble
Jocelyn Rosario
Joenita Tamo
Joralyn Mounsel
Mercedes De Jesus
Nimfa Encio



A special thanks to our Team Leaders - Social Media Correspondents who have also volunteered as moderators and content creators for our Facebook Group Uplift Your Life.

Ailenemae Ramos
Aljen dela Cruz
Anne Marie Casimina
Ayda Idaa
Eliza Gacad

Elli Verdol Libre
Ester Vargas
Heidee Roi
Janelyn Dupingay
Lizz Natividad

Maria Nemy Rocio
Nelie Bautista
Ody Munson
Stephanie Raciles





CONTACT US



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FOLLOW US



Uplifters page, Support group for Domestic Workers & Support group for employers



Our LinkedIn account sharing news and events.



Uplifters YouTube channel



@uplifters.community : On the spot meetings and Uplifters news.

