

Growing Our Community

2023 - 2025 Strategic Plan



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A NOTE FROM OUR FOUNDER

I started Uplifters in 2018, and I am immensely grateful for the impact we have created together. Nearly 4,000 migrant domestic workers completed our signature 25-hour online course 'Dare to Dream' on money management, personal development and mental well-being. And this is because of our peer support system.

Since the start, I've been so humbled by the dedication of our 110+ active 'Team Leaders', alumni who volunteer their limited time off to support their fellow domestic workers in our online courses. This is thanks to them that not only do our beneficiaries complete our courses but more importantly make change happen in their lives.

However, there are millions of migrant domestic workers in South-East Asia and the Middle East. While we've made good progress to be able to impact more domestic workers, a lot more needs to be done.

Our focus for the next three-year strategic plan will be to grow a self-sustaining community of "Uplifters", people dedicated to uplift their and other people's lives. You will read more about our 5 strategic aims in this document, and I can't wait to start this new exciting phase of our growth with you.

Yours Faithfully,



Marie Kretz Di Meglio
Founder and CEO

December 2022



WHO WE ARE



Founded in 2018, we enable migrant domestic workers to transform their lives by harnessing the combined power of online education and community support, by improving their life skills and their vocational skills — helping make migration successful.



Our core services combine technology with human warmth to enable personal growth.

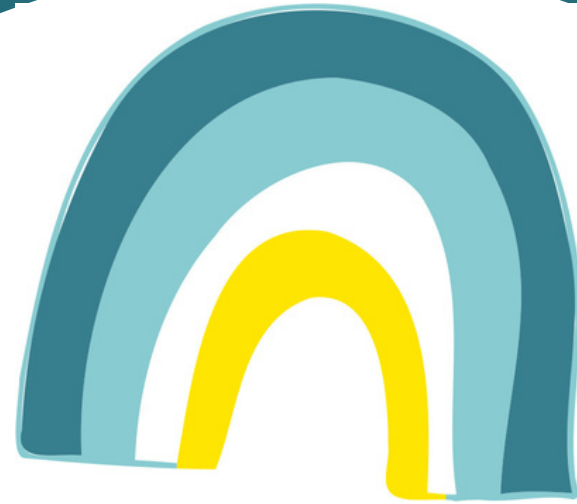
Our signature online course 'Dare to Dream' consists of money management, personal development and mental health online courses.



We believe supporting migrant domestic workers goes hand in hand with supporting their employers. We help local employers to help build healthy and successful working relationships with their domestic workers.



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



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

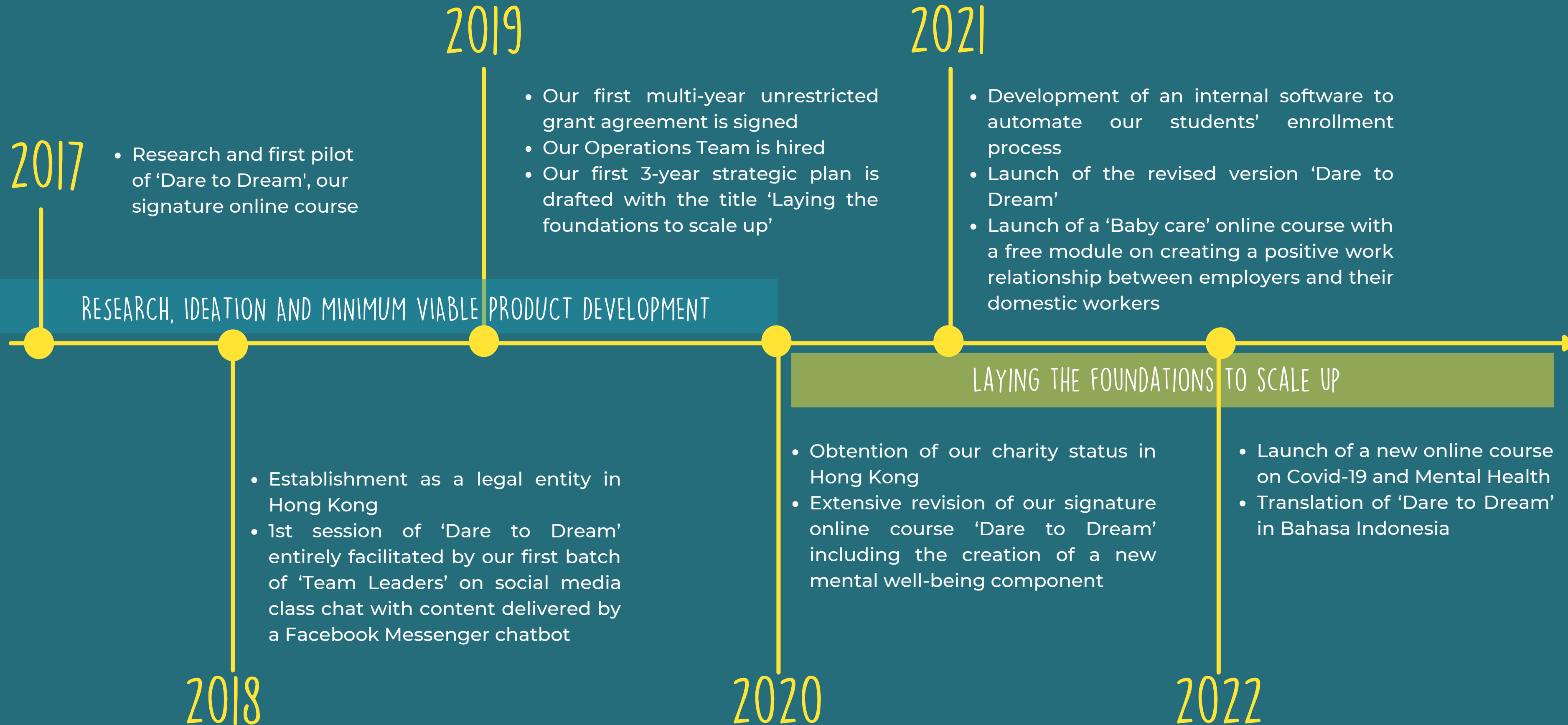
We concentrate on the positive and promote a can-do attitude without denying the difficulties our members face.
We don't victimise our members and work to shift the narratives around underprivileged minorities.

WARMTH

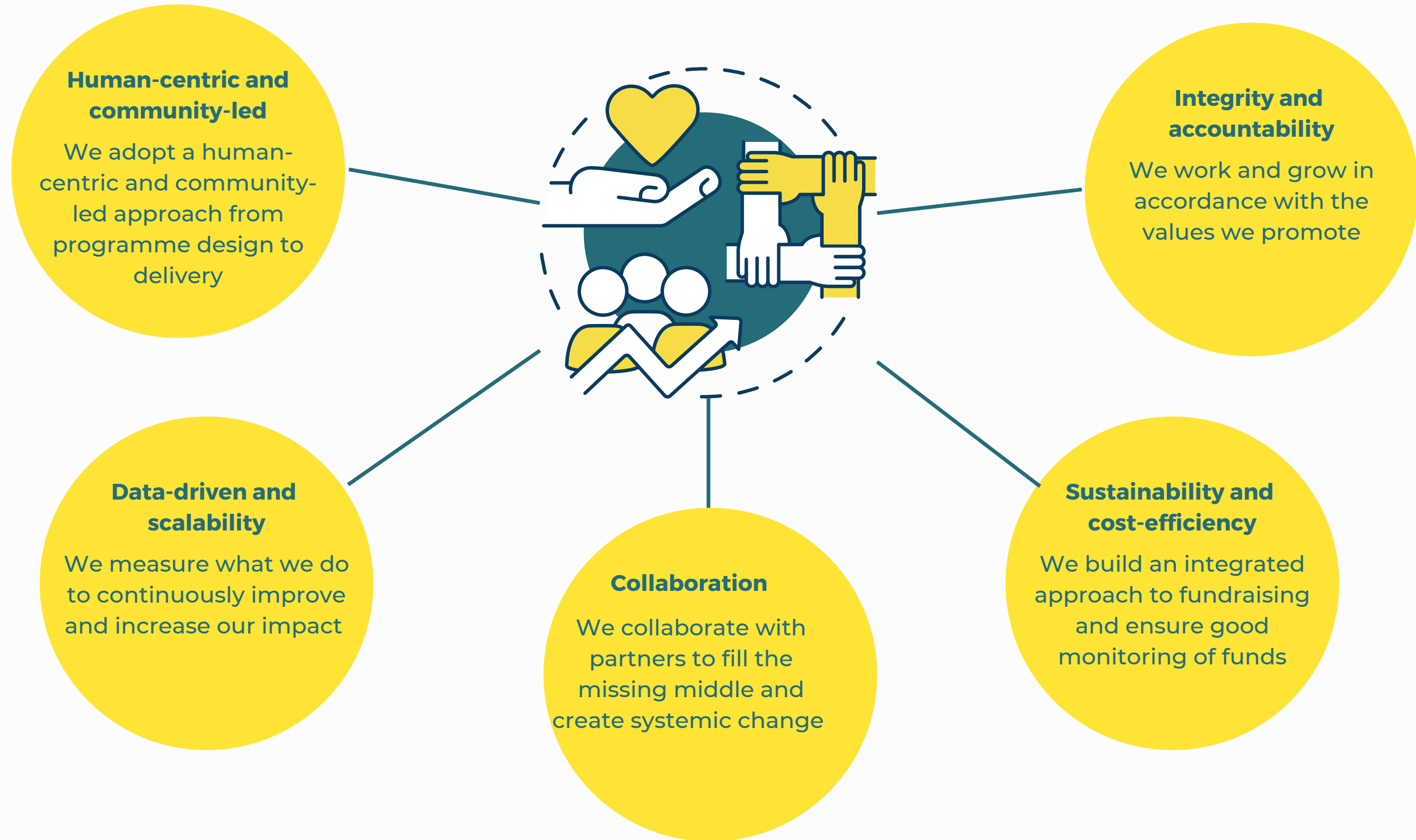
We bring people together.
We give our members a sense of belonging, a family far from home and the assurance that they matter. In a nutshell, we care.



A BRIEF HISTORY OF UPLIFTERS



OUR CORE PRINCIPLES



OUR STRATEGIC AIMS

- ① CREATE A MOVEMENT OF 'UPLIFTERS'
- ② INCREASE ACCESS TO EDUCATION BY LEVERAGING TECHNOLOGY
- ③ SUPPORT OUR COMMUNITY HOLISTICALLY
- ④ CONTRIBUTE TO CREATE SYSTEMIC CHANGE, COMMUNITY ENGAGEMENT AND SUPPORT EMPLOYERS
- ⑤ GROW SUSTAINABLY



CREATE A MOVEMENT OF 'UPLIFTERS'



THE CHALLENGE WE SEE

- Migrant domestic workers are unlikely to know of and be able to access services available to them unless encouraged by a peer.
- We believe our initial efforts to build a community can be leveraged and expanded to impact more migrant domestic workers.
- Knowing the stakeholder map is complex, we also see a need to deepen our engagement with all partners but especially employers to make the migration journey successful.

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

CREATE A MOVEMENT OF 'UPLIFTERS'



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Expand organically. Encourage more migrant domestic workers to join the Uplifters community and bring their friends along.
- Foster an environment that allows for education and socialisation.
- Build an inclusive culture of beneficiaries and stakeholders while encouraging empowerment, respect and care among all community members.
- Start exploring the expansion of our approach on other underprivileged communities.



CREATE A MOVEMENT OF 'UPLIFTERS'



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

HARNESS THE POWER OF OUR COMMUNITY

- We will work to expand our organic growth through testing new approaches based on community-led outreach, events and referrals.
- We want to encourage all existing students and alumni to become ambassadors providing incentives and benefits along the way.
- We aim to have students who completed our signature, 'Dare to Dream' course to refer at least one friend (vs. less than 5% of students currently joining as referrals).
- We will strive to increase our number of beneficiaries.

CREATE A MOVEMENT OF 'UPLIFTERS'



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

NURTURE STRONG COMMUNITY LEADERS, STARTING WITH OUR TEAM LEADERS

- We will train a sufficient number of Team Leaders (alumni who volunteer their limited time off to support their fellow domestic workers in our online courses) to ensure domestic workers can benefit from both a lively and impactful course experience and healthy class size.
- Beyond a learning community, we want to make Uplifters a fun “place” and enable our members to create inspiring relationships with fellow domestic workers. We will support our Team Leaders to host fun meet-ups with their students, striving for at least two events per year.
- We will create a peer leadership training programme to enable our Team Leaders and other community leaders to strengthen their leadership skills and effectively support their peers in different aspects of their migration journey.

CREATE A MOVEMENT OF 'UPLIFTERS'



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

THINK BEYOND OUR COMMUNITY OF MIGRANT DOMESTIC WORKERS

- We will work to encourage employers to become active participants in the community by supporting their efforts with educational materials and a network of like-minded individuals to connect and share with. We will double the number of people accessing our guide on creating a win-win relationship with their domestic workers.
- We will explore if we can adapt our model for another underprivileged community with dedicated resources to research and development.

INCREASE ACCESS TO EDUCATION BY LEVERAGING TECHNOLOGY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Uploading content online is not enough to truly reach out to underprivileged communities. Since we were founded, we have striven to overcome accessibility and flexibility issues and design online educational tools suited to these communities' unique situations.
- Our courses are self-paced with asynchronous interactions, allowing participants to connect from their mobile phones when they have time. Our programmes are designed to be easy to use via the social media channels already used daily (Facebook Messenger, Whatsapp etc.) All are accessible via basic WiFi and don't require high bandwidth.
- We want to keep working on increasing our courses' accessibility thanks to technology.

INCREASE ACCESS TO EDUCATION BY LEVERAGING TECHNOLOGY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Explore opportunities for our students to access our educational material immediately without having to wait for one session to start.
- Be able to organise our class chats on the social media channels used locally by our community regardless of their location (South-East Asia, Middle East etc.).
- Use their languages (starting with Bahasa Indonesia) to deliver our courses and provide student support.
- Through the way we build our courses with the option to have audio lessons and testing different content delivery pace.



INCREASE ACCESS TO EDUCATION BY LEVERAGING TECHNOLOGY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Further develop as needed our student management system.
- Our courses have been translated into Bahasa and with the support of our Indonesian staff, we will increase our number of Indonesian students (currently less than 5% of total students in 2022).
- We will investigate if our programmes need to be provided in other languages and make necessary developments.
- We will continue to improve our course format and pace, e.g. test audio-lessons format and add to our text-lessons if successful.

SUPPORT OUR COMMUNITY HOLISTICALLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- We have learned that to be impactful, programmes need to address the whole person. Since we were founded, we've taken a holistic approach to education, combining financial education with personal development.
- We are now seeing an increased need for mental well being support and also ad-hoc support to make the return home successful.



SUPPORT OUR COMMUNITY HOLISTICALLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT



- Ensure migrant domestic workers' mental wellness while abroad.
- Making sure their return home is successful.

SUPPORT OUR COMMUNITY HOLISTICALLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

MENTAL WELLNESS— EDUCATION AND SUPPORT

- Continue to ensure all programming offered through Uplifters includes a mental wellness component.
- Keep updating and adapting our existing content including our new ad-hoc course on COVID-19 and mental health course as needs arise. Additionally, new initiatives such as supporting migrant domestic worker mother-child relationship as this has been identified as a crucial need.
- We will strive to ensure all our community members who are in need have access to mental health support from professionals and trained peers.

SUPPORT OUR COMMUNITY HOLISTICALLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

RETURN HOME

- Continue improving our signature “Prepare for the Future” programme and specifically its follow-up component six-month course “Make it Happen”.
- Conduct research and identify partners in migrant domestic workers’ home countries to co-build new programmes to help them prepare to return home with jobs (micro enterprise / skill-training) and benefit from inclusive preparation and support (psychologically, reconnecting with their family and community etc).

CONTRIBUTE TO CREATE SYSTEMIC CHANGE, COMMUNITY ENGAGEMENT AND SUPPORT EMPLOYERS



THE CHALLENGE WE SEE

- Collaboration is one of our key principles. Understanding our programme functions in a complex ecosystem, we have worked together with partners and key stakeholders to bring about lasting change for our beneficiaries.
- Specifically employers are a key part of the equation and as such, we will keep working to provide educational opportunities to encourage their engagement and participation.

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

CONTRIBUTE TO CREATE SYSTEMIC CHANGE, COMMUNITY ENGAGEMENT AND SUPPORT EMPLOYERS



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Serve as a bridge between CSOs and the community - conduct research, bring carefully curated resources and events.
- Keep working towards a more inclusive society and support employers in creating 'win-win' working relationships with their domestic workers.



CONTRIBUTE TO CREATE SYSTEMIC CHANGE, COMMUNITY ENGAGEMENT AND SUPPORT EMPLOYERS



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Facilitate access between migrant domestic workers and community service organisations that are pursuing scholarly research and outreach.
- Actively collaborate with other organisations supporting migrant domestic workers to build joint initiatives together. A key project we have already identified is to build a referral platform so domestic workers are directed to the correct services when they need help.
- Conduct to highlight the contribution of migrant domestic workers to our societies and foster inclusion.
- We will keep using behaviour-change science to nudge employers into adopting mutually beneficial practices when employing migrant domestic workers.

GROW SUSTAINABLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- As a relatively young organisation, we need to procure and establish sustainable funding streams for the organisation's future and growth.
- Moreover, we strive to ensure the growth and stability of the team including our Team Leaders through ongoing retention and engagement efforts.

GROW SUSTAINABLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- Work to procure and establish sustainable funding streams for the organisation.
- Ensure the growth and stability of the team including our Team Leaders through ongoing retention and engagement efforts.



GROW SUSTAINABLY



THE CHALLENGE WE SEE

WHAT WE WANT TO DO

HOW WE PLAN TO DO IT

- We will actively work to keep increasing our financial sustainability.
- We plan to diversify our sources of funding as well as increase our regular contributions from individual donors with the objective of building a pool of 50+ monthly donors by the end of the plan. We plan to shift to longer-term funding for the majority of programmes (50% over 2-year timeline).
- Foster an uplifting work environment and work culture for all staff members around the globe.
- We will strategically increase our support staff, volunteer and Team Leaders to aid in the growth of the organisation whilst improving retention through personal and professional development opportunities.
- We will continue to ensure improvement of our existing programmes and projects while making sure our decisions are evidence-based through our robust impact assessment framework.

HOW WE DEVELOPED THIS STRATEGY

Being community-led is one of our core principles and to guarantee the impact of our programmes, we involve our beneficiaries from strategic planning to programmatic delivery. The planning process is as valuable as the result of having a plan as this is an important component of this community-led approach. During the planning process we engaged with our beneficiaries through surveys, workshops and discussions. The plan in itself is a blueprint guiding our work (we build our annual goals on it) but also a public commitment to our community on the goals we want to accomplish together.

Theory of Change

This strategy was developed on the premises of our Theory of Change (available upon request).

Community insights

To develop this strategy, we gathered initial insights from our existing feedback loop, consulted our community through an online survey and involved our Team Leaders and Mentors through one-on-one discussions, focus groups and participation in our Strategic Planning Workshops.

Strategic Planning Process

- Q1 2022 - Review of our existing surveys and insights.
- Q2 2022 - Ad-hoc community survey, workshop with external facilitator, discussions and focus groups to identify our Strategic Aims.
- Q3 2022 - Detailing how we want to reach our Strategic aims and defining KPIs.
- Q4 2022 - Drafting the final plan.



THE POWER OF OUR COMMUNITY

"My life has more meaning. I found my purpose and what I love to do most. I am happier when I am growing as a person and helping people at the same time."

-Charo Sidon
Uplifters Team Leader



"I had a lot of dreams for myself, especially for my parents. They are the reason why I came to Singapore in 2011. I knew if I did my best, I could make it. I planned to continue building our house, save money and help them pay our debts. I struggled with homesickness during my first year in Singapore. I found myself crying whenever I talked to my family. I told myself I needed to be brave and remember my reasons for moving abroad. I am lucky because I worked with good employers. I have been working for my current employer for 9 years and they treat me as part of their family."

After learning about Uplifters from Facebook in May 2021 she decided to take the plunge and signed up for Dare to Dream to better manage her personal finances.

"I already had some savings but did not have an emergency fund. I learned its importance from Dare to Dream. It was a big help when we went through difficult times. I used this fund and did not need to borrow from other people. I met students and Team Leaders who support me and help bring out the best in me. I became more confident in myself. I had a difficult time when my father passed away in 2021. Dare to Dream helped me manage my emotions and care for my mental well-being whenever I felt empty. I know I made him happy and proud of me before he left us."

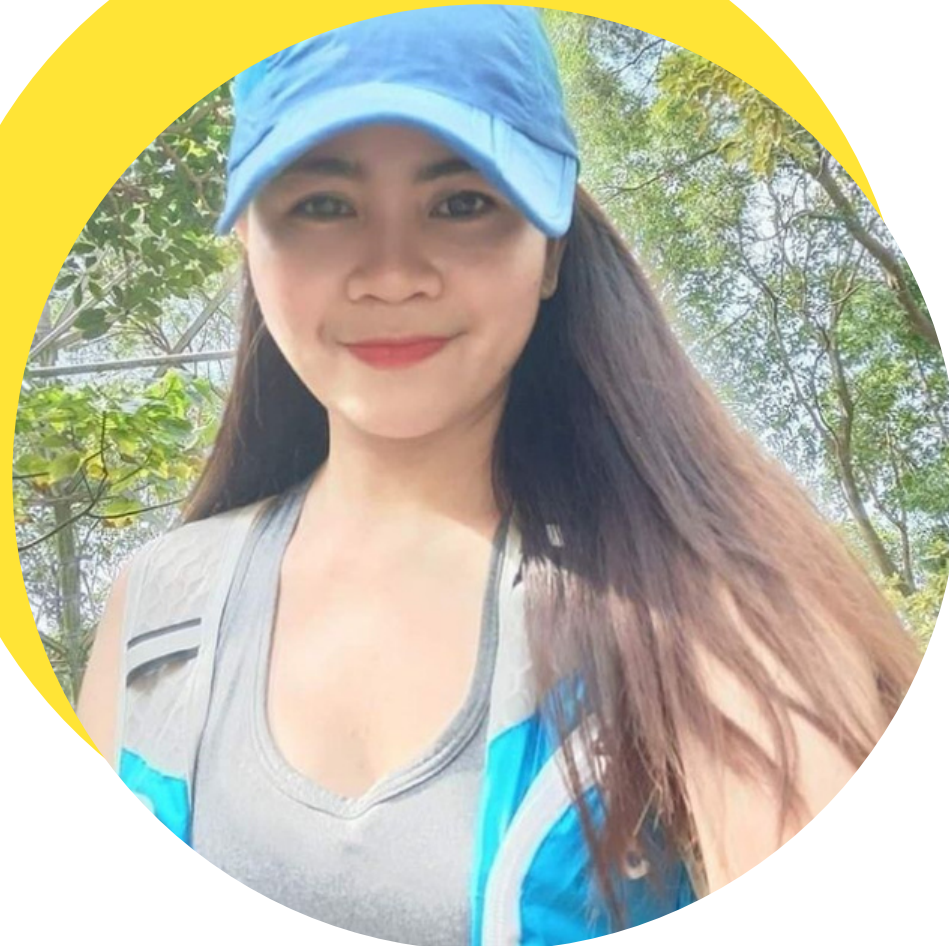
After the support she received from her peers and Team Leader at Uplifters Charo decided to give back to the community and start her journey to becoming a Team Leader.

"I wanted to help my fellow migrant domestic workers, I wanted them to feel that they were not alone in their battles. What I enjoy most about being a Team Leader is when I help students throughout the course, gaining their trust and seeing them reach their goals too."

THE POWER OF OUR COMMUNITY

"It doesn't matter how slow you go, as long as you don't stop."

-Ronalie Mendua
Uplifters Team Leader



Ronalie is 32 years old and a mother of two, aged 13 and 7, from the Philippines.

"I moved to Hong Kong in 2018 to financially support myself and my family, to create a better future for all of us.

As I didn't have the financial means to pay for the paperwork in Hong Kong, I had to borrow money from a friend.

It took me quite a long time to pay him back as I was scammed by my employment agency. They charged me excessive fees that I was not aware of."

Ronalie found out about Uplifters in 2020 while scrolling through her Facebook feed.

"I took a look, found it interesting and it was free. So I signed up for the "Dare to Dream course" right away.

At that time I didn't know anything about tracking my income.

Most of the time I didn't know where my salary was going.

I used to get confused with my expenses. Starting the Dare to Dream course helps me a lot in many ways. It improves my well-being, my confidence, I know how to track my spending and where my income is going, allowing me to save."

"Being a team leader is an honour for me.

It teaches me to be more responsible and independent.

What I like most is to be able to express my thoughts, to be heard, to be able to share my knowledge and life experiences with my fellow migrants, and I also learn a lot from them. We are not only domestic workers, we can do more for ourselves, for our families and for the communities.

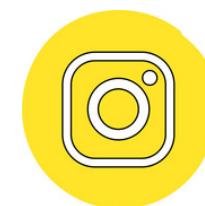
I look forward to seeing my fellow migrants empowered too."



GET IN TOUCH



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